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**PLAYSTATION™'S FINAL FANTASY™ VII MARKETING
BLITZ CONTINUES**

*Consumers Gain First Glimpse of the Most Anticipated
Videogame of 1997 Through Massive Advertising Campaign*

FOSTER CITY, Calif., August 27, 1997 — As part of its marketing program for the most highly anticipated videogame release of the year -- Final Fantasy™ VII, only on PlayStation™ -- Sony Computer Entertainment America recently launched the first television commercial in a high profile three-month long ad campaign.

Featuring three dedicated 30-second spots – highlighting Final Fantasy™ VII's movie-like animation and incredible 3D graphics and gameplay -- television viewers and PlayStation fans across the country will receive their first sneak peek into the epic adventure experience of Final Fantasy™ VII. Network television placements include "Saturday Night Live," "Late Night with Conan O'Brien," "The Simpsons" and "Prime Time Sports." Other highlights include buys on cable stations MTV, ESPN, Comedy Central, USA Network, the Sci Fi Channel and E! Entertainment, as well as the syndicated programs "Hercules," "Baywatch," "World Championship Wrestling" and "American Gladiators."

Final Fantasy™ VII is the epic adventure that will rewrite the rules of videogaming across the world. With hundreds of computer-generated images, aerial views and vivid battle scenes, the game contains mesmerizing visuals equating to a cinematic experience.

"Final Fantasy™ VII represents a milestone in videogame television advertising with the creation of three separate

commercials supporting this phenomenal title," said Andrew House, vice president, marketing, Sony Computer Entertainment America. "Consumers can count on us to deliver the best with PlayStation, and they are definitely getting that with Final Fantasy™ VII."

In addition to the extensive television campaign, the Final Fantasy™ VII marketing effort also includes a major print campaign in general interest magazines such as Rolling Stone, Details and Spin, and gaming enthusiast publications such as Next Generation, as well as several DC and Marvel comic books. The print campaign, featuring four different ads, will appear in September, October and November issues.

Further supporting the marketing of Final Fantasy™ VII will be a major holiday promotion with Pepsi and significant consumer sampling through the distribution of one million interactive disks packed in with PlayStation hardware units.

The overall Final Fantasy™ VII campaign is just a portion of PlayStation brand's unprecedented \$100 million marketing campaign supporting the PlayStation brand and a multitude of other key titles. The entire marketing campaign also includes extensive print advertising, public relations, national promotions, retail promotion merchandising, direct mail, sampler discs and Internet support.

Sony Computer Entertainment America Inc. markets and distributes the PlayStation game console in North America, develops and publishes software for the PlayStation game console, and manages the U.S. third party licensing program. Based in Foster City, Calif., Sony Computer Entertainment America Inc. is a wholly-owned subsidiary of Sony Computer Entertainment Inc.