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## SONY COMPUTER ENTERTAINMENT ACQUIRES MEDIA MOLECULE STUDIOS

Acclaimed developer of multi-million selling LittleBigPlanet™ joins Sony Computer Entertainment Worldwide Studios

London, 2nd March 2010 - Sony Computer Entertainment (SCE) today announced that it had acquired leading game developer Media Molecule, creator of the multi-million selling and multi-award winning PlayStation®3 (PS3™) exclusive title, LittleBigPlanet™. Media Molecule will join as part of SCE's global development operation, SCE Worldwide Studios (SCE WWS).

In a strategic move to continue to secure excellence in game development for current and future PlayStation® platforms, the acquisition of Media Molecule formalises the successful exclusive relationship with SCE.

Media Molecule, based in Surrey, England, is the award-winning developer of LittleBigPlanet, one of the best-selling titles for PS3, a game that introduced gamers to the unique ethos of Play, Create and Share. Having seen over 2m user generated levels created for the community to download and play for free, LittleBigPlanet has completely changed the way people interact with games, whilst revolutionising the longevity of gameplay.

Having won over 90 awards for LittleBigPlanet, including 2 BAFTAs and 8 AIAS Interactive Achievement Awards, Media Molecule brings a wealth of experience and a highly talented staff into the SCE WWS family that will further strengthen the PlayStation first party studio.

*“Since they burst onto the gaming scene, Media Molecule have proved to be a truly exciting and innovative studio, who have proved their world-class credentials with the creation of the incredible LittleBigPlanet,” said Shuhei Yoshida, President, SCE Worldwide Studios. “SCE WWS is all about creating ambitious, innovative and ground breaking games, traits that Media Molecule clearly have. To bring them into our family proves our dedication to creating fantastic new experiences that we believe will cement our position as industry leaders.”*

*“Since Media Molecule’s inception, we’ve had a uniquely close relationship with Sony. Over the years they have consistently shown their dedication to Creative Gaming and Media Molecule, not only through their support of the company, but their willingness to take risks and embrace our often unusual approach and ideas. “ said Alex Evans, co-founder of Media Molecule. “What we’ve achieved already with LittleBigPlanet has proved this to us and we’re excited by this new chapter of innovation and creative gaming, for all involved.”*

Studios across the SCE WWS network share technology, production methodology and creative goals to build the best possible experiences for users to enjoy the most from the PlayStation family of hardware platforms and network services. With over 2,500 employees, SCE WWS combines the talents of 15 game development studios in Japan, the USA, the UK and The Netherlands.

## **For further information please contact:**

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**About SCE Worldwide Studios (SCE WWS)** SCE WWS was formed on 1 September 2005 in order to secure, strengthen and further develop game development and publishing activities for the PlayStation® range of game and entertainment consoles. SCE WWS is responsible for the global creative, technical and strategic direction setting of development and production of computer entertainment software for the PlayStation family. SCE WWS directly employs over 2,500 people in its 15 studio locations around the world, all exclusively dedicated to PlayStation®2, PSP® (PlayStation®Portable ), PlayStation®3 and PlayStation®Network development.

## **About Sony Computer Entertainment Inc.**

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and PlayStation®3 (PS3™) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

## **About Sony Computer Entertainment Europe Ltd**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PlayStation 3 in November 2006, over 33.4 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 142.8 million systems worldwide. Since its launch at the end of 2004, over 60.2 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 40 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 829 million items have been downloaded. Between its European debut on 1st September 2005 and the end of March 2006, over 5 million PSP systems have been shipped across the SCEE territories, with over 17 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at [www.playstation.com](http://www.playstation.com) or visit the Virtual Press Office at [www.scee.presscentre.com](http://www.scee.presscentre.com).

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