

press release

SONY'S AIBO ENTERTAINMENT ROBOT GETS ITS SKATES ON

London, 22 October 2002 – Sony Entertainment Robot Europe (SERE), a division of Sony Europe, has today announced details of *AIBO Speed Board*[®]. Available in the UK from late November, this amazing new accessory for the AIBO [ERS-210/ 210A] [ERS-220/ 220A] Entertainment Robot models is a four-wheeled skateboard that lets AIBO speed around its owner's home.

AIBO Speed Board allows AIBO to move around its environment autonomously, utilising AIBO's built-in colour digital camera and infrared distance sensor. When not exploring its surroundings on the speed board, AIBO will dance and entertain its owner.

AIBO will respond to a number of voice commands when riding its speed board, allowing the owner to give AIBO directions on where to go. *AIBO Speed Board* also allows AIBO's owner the facility to teach the robot a number of specific moves that AIBO will then repeat when prompted by a voice command.

Commenting on the new accessory, Nicolas Babin, director of SERE said, "*AIBO Speed Board* is a fantastic new accessory for our ever-popular AIBO Entertainment Robot and one that will give owners a great deal of enjoyment. Sony is continually developing new accessories and software for AIBO to add new dimensions of interactivity, autonomy and entertainment."

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The *AIBO Speed Board* package includes a speed board with interchangeable handles in three different colours, black, white and orange, AIBO-ware software, display stand and adaptor. This package will be available from www.eu.aibo.com and selected UK High Street retailers, at a suggested retail price of £249 including VAT.

ENDS

About Sony Europe:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game, and online businesses, Sony is uniquely positioned to become a leading personal broadband entertainment company in the 21st century. In Europe Sony recorded consolidated annual sales of EUR 14.76 billion (yen 1,609 billion) for the fiscal year ended March 31, 2002, based on an average market exchange rate for the same period of yen 109 to the euro. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.36 billion* for the fiscal year ended March 31, 2002.

Sony Entertainment Robot Europe is the European Sony business group responsible for marketing and sales of the AIBO entertainment robots.

For more information on Sony Europe, please visit <http://www.sony-europe.com>

For more information on AIBO, please visit: <http://www.eu.aibo.com>

(* Figures for the cellular phone business from October 1, 2001 are excluded from Sony Europe's consolidated sales.)