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FATHER OF PLAYSTATION, KEN KUTARAGI, TO RECEIVE LIFETIME ACHIEVEMENT AWARD

The Academy of Interactive Arts & Sciences Honors Industry Legend Responsible for Computer Entertainment System Explosion

CALABASAS, Calif. - November 26, 2007 - The Academy of Interactive Arts & Sciences® (AIAS), has named Honorary Chairman and former President and CEO of Sony Computer Entertainment Inc., Ken Kutaragi, the recipient of the coveted 2008 Lifetime Achievement Award which will be bestowed at this year's Interactive Achievement Awards® (IAA) ceremony on February 7 at Red Rock Hotel & Casino in Las Vegas in conjunction with the annual D.I.C.E. Summit 2008.

Recognized internationally as the "Father of PlayStation®," Kutaragi will be honored for revolutionizing the global in-home entertainment market with the creation and monstrous success of the PlayStation® computer entertainment systems. The launch of the original PlayStation® which was launched in 1994 and the PlayStation® 2 which launched in 2000 went on to become the most popular gaming system of the era, resulting in combined shipments of more than 230 million units worldwide.

"Ken Kutaragi's passion, innovative thinking and business savvy sparked a monumental movement that was unstoppable," said Joseph Olin, president, AIAS. "If it wasn't for Ken and his concept of the original PlayStation®, there wouldn't be the billion dollar industry there is today. His contributions have clearly set new standards for developers, publishers and consumers worldwide."