

Sony Pictures Digital Entertainment Announces Movie Game Franchise Strategy

New Games E-Distribution Model Set to Launch with Men in Black™II: Crossfire

CULVER CITY, CA, May 10, 2002 - Sony Pictures Digital Entertainment (SPDE) today announces a new movie game franchise strategy for upcoming Sony Pictures Entertainment properties. The new game e-Distribution involves SPDE publishing completely Internet-delivered commercial games in conjunction with the theatrical debut of upcoming blockbuster films. Men In Black II: Crossfire is the first title under the new strategy and will be publicly unveiled at E3 this May.

"This strategy is our next step in both the commercial delivery of games over the Internet, what we're now calling e-Distribution, as well as the next level in online film marketing," said Tim Chambers, senior vice president of Sony Pictures Digital Entertainment's Advanced Platforms. "Through these games, we are looking to deepen the engagement and experience for our users while extending the studio's brands both on and offline."

As part of the game model, SPDE is working with Intel on a version of the game that will be optimized for the Intel® Pentium® 4 Processor.

SPDE Advanced Platforms' vice president Shalom Mann said, "We are passionate about the quality of gameplay and attention to detail and we're dedicated to creating products that consumers would happily pay for to experience. We're also looking forward to delivering more compelling visual and entertainment performance to gamers with high-powered PCs."

The initial e-Distribution strategy includes three new full-featured high quality games to be produced each year that will offer consumers much more than a casual online experience at a lower price than console games. While the model will first focus on networked PCs, there are plans to target evolving game networked consoles such as the PS2. Men In Black II: Crossfire was developed by WildTangent using their proprietary Web Driver™ technology.

"The WildTangent Web Driver is one of the most reliable technology solutions in existence for broadcasting retail-quality games over both narrowband and broadband connections," said Alex St. John, CEO of WildTangent. "We are pleased to provide technology, game development and additional distribution infrastructure for Men In Black II: Crossfire."

The creation of the network-delivered gaming strategy arose from the successful online marketing collaboration between SPDE and Sony for A Knight's Tale and the 3-D content produced for Spider-Man.

"The e-Distribution model is a true extension of SPDE Digital Networks' cycle of innovation as we work to identify branded properties, find unique ways to expand, promote and commercialize these opportunities and engage consumers in new and compelling ways," said SPDE executive vice president Patrick Kennedy. "The games are designed to extend the life of the studio's brands beyond the theatrical experience."

Online, Men In Black II: Crossfire will be available in June, from the film's official site www.meninblack.com and will also be featured on the Station at www.thestation.com. In addition, the game will be distributed through the WildTangent Broadcast Games Network.

Men In Black II will be released nationwide in theaters on July 3, 2002.

About Sony Pictures Digital Entertainment Sony Pictures Digital Entertainment (SPDE), an operating unit of Sony Pictures Entertainment (SPE), oversees the activities of SPE's digital production and online assets including Sony Pictures Imageworks, Sony Online Entertainment, the Digital Networks Division which includes SoapCity and Screenblast, and SPIN, which represents the studio's online promotional presence. SPDE focuses on three areas: 1) producing and developing visual effects and computer-generated imaging (CGI), digital character animation, and original content for motion picture, television, online and PlayStation audiences; 2) developing new forms of online content, games and interactive programming; and 3) leading SPE's efforts to provide online, open-access video-on-demand, interactive television and wireless entertainment.