

# Making Life More Fun

## Game System Builds On Nine Years Of Premier Play

(NAPS)—What electronics item can be found in one out of every three U.S. households and was instrumental in helping DVDs become the standard disc format for videos? The answer, surprisingly, isn't a computer or even a DVD player, but rather the world's most popular video game system, the PlayStation 2.

Launched in 2000, PlayStation 2 has sold more than 136 million units worldwide, with more than 50 million units sold in North America alone. Nine years after its introduction, PlayStation 2 remains immensely popular. According to a Nielsen study, PlayStation 2 was the most-played game console in 2008.

With a recent price drop to \$99.99, a game library that will grow to nearly 1,900 titles this year, as well as the ability to play both DVDs and CDs, PlayStation 2 is considered an excellent choice for affordable, at-home entertainment. With titles coming this year like the singing game *SingStar Queen* and the off-road racing title *MotorStorm®: Arctic Edge*, families can use PlayStation 2 to create their own family game/movie nights or liven up any get-together.

Families can also enjoy more than 250 PlayStation 2 titles that have achieved "Greatest Hits" status at value pricing, which allows for a large, diverse library at a low investment. Top PlayStation 2 greatest hits include *Gran Turismo 4*, *Guitar Hero III: Legends of Rock* and *Madden NFL 08*.



**At an age when most game consoles are retired or obsolete, one popular unit continues to thrive.**

### A Legacy Of Family Fun

When PlayStation 2 was introduced, it immediately redefined the role of the gaming console in the American living room. As an entertainment centerpiece, it achieved mass market adoption far beyond its predecessors, and along the way helped establish the popularity of the DVD format as well as some of gaming's most recognized franchises such as *Grand Theft Auto*, *Madden NFL*, *Final Fantasy*, *Gran Turismo* and *Guitar Hero*.

PlayStation 2 also helped introduce video games to new audiences. Its extensive library of social games and family-friendly titles, exemplified by the *Buzz!* and *SingStar* franchises, welcomed casual gamers and families alike to a wide world of gaming entertainment.

PlayStation 2's affordable \$99.99 price tag, slim, lightweight design and multifunctional capabilities as a game console and media player make it the ultimate value in family entertainment.