



SONY COMPUTER ENTERTAINMENT AMERICA LAUNCHES NEW LICENSED APPAREL PROGRAM

Companies Work Together to Showcase Top PlayStation® franchise titles

Sony Computer Entertainment America Inc. (SCEA) today announces four new apparel and accessory licenses for the PlayStation brand and various game franchises, including *God of War*, *Ratchet & Clank*, *Resistance Fall of Man*, *Heavenly Sword* and *Little Big Planet*. IV Gear Inc. will develop an extensive line of t-shirts, headwear and other apparel for the specialty and mid-tier market. Fortune Fashions will also focus on the mid-tier market as well as mass retail channels for t-shirts and hoodies. Bioworld, an industry leader in retail apparel, will produce headwear, bags and accessories. MJC will round out the program with boys and young men's boxers and loungewear.

“PlayStation is an extremely strong and well-known brand” said Shelly Gayner, Director of Licensing , SCEA. “We feel that this is a great opportunity for us to satiate our core fans and extend and capitalize on PlayStation name recognition by creating a new line of apparel in connection with the PlayStation brands and our top franchise titles.”

John Leonhardt, President of Dimensional Branding Group, who is leading the DBG PlayStation licensing team, adds, “With the addition of this diverse roster of creative and passionate apparel partners marks the initiation of PlayStation as one of the most innovative and cutting edge licensing programs.”

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