

SONY COMPUTER ENTERTAINMENT AND MACROMEDIA TO BRING MACROMEDIA FLASH PLAYER TO PLAYSTATION®2 USERS

**Market-Leading Computer Entertainment System Will Now Access The Most
Compelling Interactive Web Content**

San Francisco, California -- May 16, 2001 -- Sony Computer Entertainment Inc. (SCEI) and Macromedia, Inc., (NASDAQ: MACR) today announced their partnership to bring the Macromedia Flash Player to the Sony PlayStation®2 computer entertainment system. Macromedia Flash Player is the standard for delivering high-impact Web experiences. The PlayStation 2 computer entertainment system is set to revolutionize the home entertainment market, offering not only the best game titles, but a complete range of connected entertainment experiences in the emerging broadband era.

At the Electronic Entertainment Expo (E3) in Los Angeles this week, Sony will preview Macromedia Flash Player on PlayStation 2. This preview will focus on how the Macromedia Flash Player can provide rich, interactive Web experiences to Sony PlayStation 2 users.

"The Macromedia Flash Player is already installed in more than 96 percent of Web desktops and we are excited by the opportunity of extending this momentum to the Sony PlayStation 2," said Kevin Lynch, president of Macromedia products. "Bringing Macromedia Flash to as many Web-enabled devices as possible will ensure that developers can create high-impact, engaging content with an amazingly wide reach."

"PlayStation 2 is positioned to become the focal point of the consumer's living room Internet and entertainment experiences," said Ken Kutaragi, CEO of Sony Computer Entertainment Inc. "The Macromedia Flash Player is essential for delivering the interactive Web experience that consumers have come to expect. With support for Macromedia Flash Player, SCEI immediately gains more than 700,000 Macromedia Flash developers able to deliver Web content to PlayStation 2."

ABOUT MACROMEDIA FLASH

Macromedia Flash 5 is the standard for producing high-impact Web experiences. Leading companies like Disney, Coca-Cola, and General Motors use Macromedia Flash to deliver engaging, branded experiences online. The broad penetration of the Macromedia Flash Player ensures developers can author content that can be immediately viewed by nearly every person online. Macromedia Flash Player, the most distributed software in the history of the Web, reaches more than 96 percent of Web desktops. Macromedia Flash is also bringing its unique user experiences to a wide variety of platforms and devices.

ABOUT SONY COMPUTER ENTERTAINMENT

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., develops, publishes, markets and distributes software, and manages the third party licensing programs for these two platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of Sony Group.

ABOUT MACROMEDIA

Macromedia is passionate about what the Web can be. Its award-winning products empower designers and developers to efficiently create and deliver the most engaging experiences on the Web, and enable innovative Internet business applications. Headquartered in San Francisco, Macromedia (NASDAQ: MACR) has more than 1,600 employees worldwide and is available on the Internet at www.macromedia.com.

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