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**SIERRA ENTERTAINMENT AND
SONY PICTURES CONSUMER PRODUCTS PRESENT
THE “GHOSTBUSTERS’ ECTO-1 TOUR”**

**Sierra Entertainment Sends the Ghostbusters’ ECTO-1 on Tour
To Some of the Biggest Shows across the U.S., Including
Boost Mobile Nightshift and Hot Import Nights and More...**

Los Angeles, CA – June 19, 2008 – Sierra Entertainment – a division of Vivendi Games, today announced that one of the most iconic cars in Hollywood history, the Ghostbusters’ ECTO-1, is back and will be busting ghosts in a town near you! In conjunction with Sony Pictures Consumer Products and the eagerly anticipated *Ghostbusters™: The Video Game*, Sierra Entertainment is taking the classic caddy on the road to give fans of the franchise a chance to experience this one-of-a-kind machine and the game first hand.

“The ECTO-1 is one of the most memorable and loved vehicles of all-time,” says Al Simone, VP of Marketing, Sierra Entertainment. “Sony has been a fantastic partner to work with and we’re very excited to have a hand in taking ECTO off the screen and out on the road – this way fans can experience a true piece of ghost busting history first hand as they get a taste of Ghostbusters™: The Video Game.”

ECTO-1 will be stopping at several destinations across the U.S. throughout the tour, five of which are in partnership with the Boost Mobile Nightshift and Hot Import Nights events. Additionally, fans will have the chance to get up close and personal with ECTO-1 at Knott’s Scary Farm and the L.A. Auto Show later this year.

ECTO-1 Tour Schedule:

June 21 – Nightshift New York (Belmont Raceway; New York, NY)
August 9 – Nightshift Pomona (Pomona Fairplex; Pomona, CA)
August 29-31 – Penny Arcade Expo (Seattle Conv. Ctr; Seattle, WA)

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Sept. 20 – Nightshift Pleasanton (Alameda Fairgrounds; Pleasanton, CA)

Sept. 27 – Hot Import Nights (Minneapolis Conv. Ctr; Minneapolis, MN)

Oct. 11 – Hot Import Nights (Dallas Conv. Ctr; Dallas, TX)

Oct. 15 – Nov. 1 – Knott’s Scary Farm (Knott’s Berry Farm; Buena Park, CA)

Nov. 19-30 – L.A. Auto Show (L.A. Conv. Ctr; Los Angeles, CA)

In light of ECTO-1’s tour to some of the hottest car shows throughout the country, Sony has taken the liberty to update the Ghostbusters’ ride with the latest and greatest Sony Xplod mobile electronics. ECTO-1 now sports a Sony XAV-W1 double din touch screen A/V center, Xplod XS-GT1625A speakers and an Xplod XS-L10S slim subwoofer – all the essentials to keep ECTO-1’s sound system on par with the rest of the ghost catching equipment found on the Ghostbusters’ primary mode of transportation.

Ghostbusters™: The Video Game is planned to release this Fall for the PLAYSTATION®3 and PlayStation®2 computer entertainment systems, the Xbox 360® video game and entertainment system from Microsoft, Games for Windows®, Wii™ home video game system and Nintendo DS™, and is currently rated “RP” (Rating Pending) by the ESRB. For more information on *Ghostbusters™: The Video Game* be sure to visit the official game web site located at: <http://www.ghostbustersgame.com>.

About the Film

Ghostbusters, released in 1984, is one of Columbia Pictures' highest grossing films, spawning a hit sequel in 1989 and three successful animated television shows. Ghostbusters and its sequel grossed over \$580 million worldwide. Ghostbusters merchandise has exceeded \$1 billion in retail sales. The original film, written by Dan Aykroyd and Harold Ramis, produced and directed by Ivan Reitman, starred Bill Murray, Dan Aykroyd and Harold Ramis and Ernie Hudson as ghost hunters for hire, cleaning up Manhattan's buildings of slime-spewing spooks.

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP), a Division of Columbia TriStar Consumer Marketing (CTCM), is based in Los Angeles and handles the merchandising and branding efforts for some of the most recognized properties in film and television.

Columbia TriStar Consumer Marketing is a division of Sony Pictures Entertainment (SPE). SPE is a subsidiary of Sony Corporation of America (SCA),

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a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About Sierra Entertainment

Sierra Entertainment (www.sierra.com), a global division of Vivendi Games, creates and publishes innovative, high-quality interactive entertainment for video game systems, handheld gaming devices and personal computers. Sierra Entertainment features a portfolio of titles based on original IP and popular licenses from industry-leading content partners, including **F.E.A.R.[®]**, **Crash Bandicoot[®]**, **Spyro the Dragon[®]**, **Scarface[™]** and **Ice Age[™]**. Sierra Entertainment has four integrated internal studios providing creative talents and development capabilities across multiple gaming genres: High Moon Studios in San Diego, CA; Massive Entertainment in Malmö, Sweden; Radical Entertainment in Vancouver, BC; and Swordfish Studios in Birmingham and Manchester, England.

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