



SONY COMPUTER ENTERTAINMENT AMERICA DELIVERS GROUNDBREAKING 3D TECHNOLOGY, NEXT GENERATION MOTION CONTROL EXPERIENCES, AND AN UNRIVALED PLAYSTATION®3 GAME LINE UP AT E3 2010

SCEA Unleashes the Broadest and Deepest Entertainment Offerings for Families, Providing More Reasons to Gather in the Living Room

LOS ANGELES, Calif., June 15, 2010 – Sony Computer Entertainment America LLC (SCEA) held its annual press conference today at the E3 Media & Business Summit in Los Angeles, Calif., announcing groundbreaking new products and services that further establish PlayStation’s leadership and cutting edge position in home entertainment. Since last Fall, the PlayStation® business has experienced unprecedented growth, fueling huge momentum into the new year. The company is poised once again to deliver consumers unrivaled entertainment options this year with the latest in 3D technology, introduction of PlayStation®Move games, and blockbuster games such as inFAMOUS 2, Twisted Metal®, Gran Turismo® 5, LittleBigPlanet™ 2, and Killzone® 3.

“We are transforming the way consumers interact and consume content in the living room and we’ve been redefining this entertainment experience now for 15 years,” said Jack Tretton, CEO and President of SCEA. “Sony is the undisputed leader in stereoscopic 3D technology and we are the only company to provide consumers with an end to end solution today. PlayStation is expanding what’s possible with Blu-ray technology by enhancing it with cutting edge stereoscopic 3D games and movies. In addition, we are providing entirely new motion gaming experiences with PlayStation Move.”

Stereoscopic 3D

SCEA announced on stage that some of the company’s biggest titles will be available to consumers this year in stereoscopic 3D, including MLB® 10 The Show, MotorStorm®: Apocalypse, Killzone® 3, The Sly Collection, and Gran Turismo®5. Beloved franchises from our publishing community will also make their way into consumer homes in stereoscopic 3D on the PlayStation®3 (PS3™) system, such as Crysis 2 from Electronic Arts, Mortal Kombat™ from Warner Brothers, Ubisoft’s Shaun White Skateboarding and TOM CLANCY™’S GHOST RECON: FUTURE SOLDIER™, as well as Disney Tron Evolution the Video Game, and 2K Sports’ NBA® 2K11. Unlike any other console on the market today, all 35.7 million PS3 units globally are capable of playing stereoscopic 3D games via a firmware update in April 2010. Four PS3 titles offering stereoscopic gaming experiences are currently available for download from the PlayStation®Network (PSN) including PAIN, MotorStorm® Pacific Rift, Super Stardust™ HD and WipEout® HD. The PS3 system will make 3D Blu-ray Disc movie support available later this year.

PlayStation® Move motion controller

SCEA also announced that on September 19, 2010 it will release a PlayStation Move bundle comprised of a PlayStation Move motion controller, PlayStation®Eye camera, Sports Champions™ Blu-ray disc game and PlayStation Move demo disc for \$99.99 (RRP). Additionally, a PlayStation 3 Sports Champion Move Bundle, which includes a PS3 system, PlayStation Move motion controller, PlayStation Eye camera, Sports Champions Blu-ray game and PlayStation Move game demo disc, will be available for \$399.99 (RRP). Stand alone PlayStation Move motion controller for the PS3 system will also be sold at \$49.99 (MSRP). The new PlayStation Move navigation controller, which can be used alongside the motion controller for intuitive navigation of in-game characters and objects, will also become available on the same day at \$29.99 (MSRP). Standalone first party games for the PlayStation Move will be priced at \$39.99 (MSRP). With more than 15 dedicated titles for use with the PlayStation Move motion controller available on the day of launch and 40 more slated to hit throughout the holiday season, both casual gamers and hardcore gamers will have plenty of reasons to clear their coffee tables and immerse themselves in the most precise and ultra sensory gaming experience ever made possible. PlayStation Move titles showcased at E3 include:

First Party Titles

Sports Champions™, September 2010
Eye Pet™, September 2010
Kung Fu Rider™, September 2010
Start the Party!™, September 2010
echochrome™ 2 (PSN), September 2010
Tumble (PSN), September 2010
Hustle Kings, October 2010
PAIN (PSN), October 2010
TV Superstars™, October 2010
The Fight: Lights Out™, October 2010
The Shoot™, October 2010
High Velocity Bowling (PSN) October 2010
Heavy Rain®, October 2010
Sly Collection, November 2010
SingStar® Dance, November 2010
LittleBigPlanet™ 2, November 2010
Beat Sketcher (PSN), Fall 2010
SOCOM 4, Fall 2010
Sorcery™, 2011
Heroes on the Move, 2011
Killzone® 3, 2011

Publisher Titles

Tiger Woods PGA TOUR® 11 (Electronic Arts), September 2010
Toy Story 3: The Video Game (Disney Interactive Studios), September 2010
The Lord of the Rings: Aragorn's Quest (WB Games Inc.), September 2010
Brunswick Pro Bowling (Crave), September 2010
Resident Evil®5 Gold Edition (Capcom), September 2010
Time Crisis: Razing Storm (Bandai Namco), September 2010

NBA® 2K11 (2K Sports), October 2010
John Daly's ProStroke Golf (OG International), Fall 2010
Racquet Sports (Ubisoft), Fall 2010
R.U.S.E. (Ubisoft), September 2010
Kung Fu LIVE (Virtual Air Guitar Company), October 2010
Deadliest Catch: Sea of Chaos™ (Crave), November 2010
Disney Tron Evolution the Video Game (Disney Interactive Studios), November 2010

PlayStation 3 system

The PlayStation brand has set the stage for what great gaming experiences can be and what is possible when creative innovations are combined with powerful technology. SCEA has raised the bar once again with bigger and more immersive experiences this fiscal year with our most highly anticipated line ups to date. The company continues to push the envelope on extending richer and deeper gaming experiences to consumers which include a range of blockbuster PS3 titles showcased at E3, such as:

First Party Titles

Twisted Metal
inFAMOUS2
Killzone 3
Gran Turismo 5
SOCOM 4: US Navy SEALs
LittleBigPlanet 2

Publisher Titles

Final Fantasy® XIV (Square Enix, Inc.)
MAFIA® II (2K Games)
Assassin's Creed®: Brotherhood (Ubisoft)
Metal Gear Solid: Rising (Konami)
Mortal Kombat™ (Warner Brothers)
Disney Tron Evolution the Video Game (Disney Interactive Studios)
Shaun White Skateboarding (Ubisoft)
Call of Duty®: Black Ops™ (Activision)

PSP® (PlayStation®Portable) system

With continued momentum and excitement behind the PSP platform, the company revealed two new PSP entertainment packs, the Invizimals PSP Entertainment Pack and the God of War®: Ghost of Sparta PSP Entertainment Pack, to offer even more value to portable gamers. Coming this October and priced at \$199 (MSRP), the Invizimals PSP Entertainment Pack comes with a vibrant blue PSP-3000 system, Invizimals UMD® game, PSP camera and 1GB Memory Stick PRO Duo™. Coming this Fall, the God of War: Ghost of Sparta PSP Entertainment Pack will come packed with a red and black two tone PSP-3000, God of War: Ghost of Sparta UMD game, PlayStation Network downloadable voucher for God of War: Chains of Olympus and a 2GB Memory Stick PRO Duo, also priced at \$199 (MSRP). In addition, more than 70 titles across first party studios and publishing partners are expected to hit the PSP

platform with tailored games designed specifically for PSP system, such as God of War®: Ghost of Sparta, Invizimals and beloved franchise favorites such as Patapon® 3, and EyePet™ PSP.

PlayStation®Network

With more than 50 million registered accounts worldwide, PlayStation Network is today one of the largest networked entertainment platforms and continues to evolve with newly added content and services such as MLB.TV, Netflix and HBO content. Today, the company also unveiled PlayStation®Plus, a new subscription service offering users even more options in how they consume content on PlayStation Network. PlayStation Plus will be available starting June 29 at a yearly fee of \$49.99 and is designed to offer PlayStation Network's power users added value, access and convenience, such as special features that include discounts on the PlayStation Store content, free and exclusive access to select games, full game trials, and much more. Adding to its existing library of more than 670 downloadable games in North America, PlayStation Network will offer new exclusive games this year, including PixelJunk™ Shooter 2, PixelJunk Racers 2nd Lap, Dead Nation, Fat Princess 1.06 Patch, and echochrome ii.

Coca-Cola Partnership

SCEA has also partnered this year with Coca-Cola to get families off the couch and into the middle of the action. Consumers will see the PlayStation Move motion controller and PS3 system, as well as games like Sports Champions, NBA® 2K11, Tron: Evolution The Video Game, and EA SPORTS Active™ prominently displayed across 130 million packages of Coke, Diet Coke, Coke Zero and Sprite starting this November. This partnership marks one of the biggest branding campaigns SCEA has been involved in and will be aligned with one of the company's largest and most aggressive marketing efforts in its history.

About Sony Computer Entertainment America LLC

Sony Computer Entertainment America LLC continues to redefine the entertainment lifestyle with its PlayStation® and PS one® systems, the PlayStation®2 system, the PSP® (PlayStation®Portable) system, the ground-breaking PlayStation®3 (PS3™) system and its online and network services the PlayStation®Network and PlayStation®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC markets the PlayStation family of products and develops, publishes, markets, and distributes software for the PS one, PlayStation 2, PSP and PS3 systems for the North American market. Based in Foster City, California, Sony Computer Entertainment America LLC serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

Visit us on the Web at <http://www.us.playstation.com>

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