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**PLAYSTATION®3 (PS3™) SYSTEM TO FEATURE NEW HIGHER CAPACITY
HARD DRIVES IN NORTH AMERICA THIS FALL**

New models include a 320GB PS3 Featured in the PS3 Sports Champions™ Move Bundle and a 160GB model PS3 Core SKU; Consumers Will Have 1/3 More Hard Drive Space to Store Games and Digital Content from PlayStation®Network

FOSTER CITY, Calif., August 17, 2010 – Sony Computer Entertainment America LLC (SCEA) today announced that the PlayStation®3 (PS3™) system will be offered in North America with 160GB or 320GB Hard Disk Drives (HDD), offering more capacity to download games and entertainment content from PlayStation®Network along with personal digital content, such as music, photos, and videos. The new models will continue to offer the same advanced features and functions of the current models, but with approximately 33 percent more capacity and at compelling price points. This increased HDD space addresses the growing demand for the digital content offered on PlayStation®Network, where more than 1 billion pieces of content have been downloaded as of July 2010.

At \$299.99 (MSRP), the 160GB model PS3 system offers tremendous value to consumers and is now shipping to retailers at the same price as the existing PS3 model. As part of the September 19 launch of PlayStation®Move, the new and innovative motion gaming experience that delivers precise, intuitive control, the PS3™ *Sports Champions™ Move* bundle will introduce the 320GB model PS3 system along with one PlayStation®Move motion controller, PlayStation®Eye camera, a copy of *Sports Champions*, and bonus Blu-ray game demo disc all in one complete package for \$399.99 (MSRP).

“With the launch of PlayStation Move just around the corner, we’re expecting many new consumers to join the PlayStation® family. The PS3™ Sports Champions™ Move bundle provides those families with everything they need to get into motion control gaming at a great value, with the 320GB model PS3 system as the centerpiece of the package,” said Scott A. Steinberg, vice president of product marketing. “Also, as PlayStation Network continues to evolve with exciting new services, the hunger for digital content grows; these larger storage capacities address that demand and encourage consumers to take full advantage of the complete PS3 experience.”

With more than 52 million accounts registered worldwide, PlayStation Network is fueling momentum for PS3 and providing more value to consumers. An integral part of the PS3 system’s rich digital entertainment offering, PlayStation Network is the premiere destination for content, with a compelling library of downloadable games, more than 23,000 HD and SD movies and TV episodes, exclusive programming, and PlayStation®Home, a social game network where users can meet friends and play games. Key games launching on PlayStation Network this year include *PixelJunk™ Shooter 2*, and *Dead Nation™*, as well as PlayStation Move titles such as *echochrome™ ii*, *Tumble*, and *Beat Sketcher*.

For nearly 15 years, the PlayStation brand has been redefining entertainment, fueling innovation and providing more reasons for families to gather in their living rooms. With the recent introduction of stereoscopic 3D gaming and the upcoming launch of PlayStation Move, the PS3 system is set to revolutionize gaming once again. Those innovations – combined with the relentless line-up of blockbuster games launching this year, the built-in Blu-ray player that will be updated for 3D Blu-ray Disc™ movies later this year, and the expanded digital entertainment options on PlayStation Network – truly position the PS3 system as the entertainment hub of the family room this holiday and beyond.

About Sony Computer Entertainment America LLC.

Sony Computer Entertainment America LLC. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the ground-breaking PlayStation®3 (PS3™) computer entertainment 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, Calif., Sony Computer Entertainment America LLC. serves as headquarters for all North American operations.

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