



**FOR IMMEDIATE RELEASE**

**PLAYSTATION®MOVE MOTION CONTROLLER SALES REACH  
OVER 4.1 MILLION UNITS WORLDWIDE**

*Remarkable Milestone Achieved in Just 2 Months since Its Release in September*

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**Tokyo, November 30, 2010** – Sony Computer Entertainment Inc. (SCEI) today announced that the sales of PlayStation®Move motion controller for the PlayStation®3 (PS3®) computer entertainment system reached over 4.1 million units worldwide<sup>\*1</sup>. The milestone was reached in just 2 months since its release in September for North America, Europe/PAL territories and Asia, and 1 month since the release in October for Japan. The number not only shows clear success of the launch of the new motion sensing controller but also indicates positive momentum going in to the holiday season and to the year 2011.

PlayStation Move motion controller is used in combination with the PlayStation®Eye camera<sup>\*2</sup> to detect the precise movement, angle, and absolute position in 3D space of the user, thereby allowing users to intuitively play as if they are within the game. Delivering the most realistic and immersive experience, PlayStation Move not only captures user's motion but also player's image itself to offer new augmented reality experiences in select games.

PlayStation Move offers more than 30 supported/dedicated titles for the North American region up to date with vast line-up of software titles from all genres and all types of audiences. Some of the successful titles include *Sports Champions*, *Start the Party*, *EyePet Move Edition*, *MAG*, *SingStar Dance* and more. Upcoming PlayStation Move titles include the platform-defining franchises like *Killzone 3* and *LittleBigPlanet 2* that will further establish PlayStation Move as the must have motion experience for casual and hard-core gamers alike.

More than 41.6 million PS3 system has been sold globally<sup>\*3</sup> and despite entering its 5<sup>th</sup> year since launch, the system is yet to record another year of success. PS3, equipped with

sophisticated processing units as well as future proof cutting-edge technologies, unfolded its potential, this year, with the introduction of PlayStation Move and stereoscopic 3D capabilities. SCEI will further continue to deliver strong value to the platform and will accelerate the growth of the platform by vigorously enhancing the entertainment experience only possible on the PlayStation® platform.

\*1 Number as of November 2010. Cumulative number since its release date, September 15 for Europe/PAL territories and Asian countries/regions, September 19 for North America and October 21 for Japan. The number does not include sales of stand-alone PlayStation®Eye camera or stand-alone PlayStation®Move navigation controller.

\*2 Users will need to use the PlayStation Eye camera to enjoy PlayStation Move motion controller on PS3®.

\*3 Number as of September 2010.

### **About Sony Computer Entertainment Inc.**

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, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PlayStation®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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