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**SONY COMPUTER ENTERTAINMENT EUROPE ANNOUNCES NEW MODEL OF
PSP™ (PlayStation® Portable) AT AN ATTRACTIVE PRICE POINT OF €99.99 (RRP)**

*SCEE Press Conference at gamescom reveals details of new model
alongside range of €9.99 (RRP) PSP Essentials titles*

Cologne, 16th August 2011 - Sony Computer Entertainment Europe Ltd. (SCEE) today announced at its press conference at gamescom in Cologne, Germany, a new model of PSP™ (PlayStation® Portable) (PSP-E1000) (body color: charcoal black) that will retail for just €99.99 (RRP), and a fantastic range of accompanying PSP Essentials titles that will be priced at just €9.99 (RRP) each. PSP-E1000 will become available in stores in Europe/PAL territories from November, 2011.

Since the first PSP model (PSP-1000) launch in 2004, cumulative PSP series have reached over 71 million units worldwide and remains the perfect handheld entertainment system. Now, the new price point of PSP will bring this experience to those who want an accessible route into the PlayStation® world. Offering access to the entire PSP catalogue of games, PSP-E1000 offers unlimited fun and immersive high quality gaming experiences at an affordable price.

Although this will not offer access to Wi-Fi connectivity and have a slightly different aesthetic, this new PSP will allow access to the entire PSP catalogue of games. The new line-up PSP offers gamers of all ages not only the best value, but also the quality gaming experiences and the biggest franchises, that PlayStation is known for.

Brand-new titles, perfectly suited for the new PSP include:

- **Invizimals: The Lost Tribe**

This is the third installment in the successful Invizimals series. The game will have all the features that has made Invizimals such a well-loved franchise in Europe, with Novarama's Augmented Reality technology enabling you to literally hunt down, capture, battle, customise and trade the magical monsters living in the world all around you

- **EyePet Adventures**

This is the feature-packed sequel to the Augmented Reality hit EyePet™. It continues the innovative concept which allows kids to take their EyePet out into the real world using the PSP camera and the Magic card to explore and discover their surroundings. Use your PSP to search

for hidden treasure and find even more special items, play with the magical toys you find, in your world and navigate your way through mysterious spaces beneath your floorboards.

- Geronimo Stilton

Geronimo Stilton, one of the most successful series of children's books. The game will maintain the spirit of the books and characters, while delivering distinctive graphic adventures full of riddles, optical illusions, enigmas, puzzles and brain teasers

- Cars 2

This action-packed racing title will take all of the humour, action and personality of the characters of the "Cars 2" universe to the PSP™ screen in an exciting story of espionage in which the players will need to become skillful agents of the international spy training center, C.H.R.O.M.E. (Command Headquarters for Recon Operations and Motorized Espionage). The game is an adaptation of the PlayStation®3 version, combining platform elements and others typical of arcade racing. Over the course of their training, players will take on dangerous missions, compete to become the fastest race car in the world and use their spy skills in non-stop action packed combat racing and battle arenas.

- Mystery Team

Become a fearless reporter on an adventure across Europe and use your investigative powers to uncover clues, quiz characters and solve puzzles. Use real-life locations to find clues and learn about photography in a perfect mix of mystery, investigation and puzzle solving.

Also announced was the PSP Essentials range, bringing PlayStation favourites into everyone's reach. Priced at €9.99 the range will include:

- Jak & Daxter
- LittleBigPlanet
- MotorStorm Arctic Edge

"As you can see, our commitment to mobility and to the handheld market is strong" said Jim Ryan, Co-COO of SCEE "PSP gives consumers a PlayStation experience anytime, anywhere."

<PSP® (PlayStation®Portable) (PSP-E1000) Product Outline>

Product name	PSP® (PlayStation®Portable)
Colour name	Charcoal Black
Product code	PSP-E1000 CB
External dimensions	Approx. 172.4 x 73.4 x 21.6 mm (width x height x depth) (excludes largest projection)
Weight	Approx. 223g / 7.9 oz (including internal battery)
CPU	PSP® CPU (System clock frequency 1-333 MHz, Main memory 64MB)
Display	4.3 inches (16:9), 480 x 272 pixel, Approx. 16,770,000 colors displayed
Sound	Built-in monaural speaker

Main input/output	Hi-Speed USB (USB2.0) (mini-B) Memory Stick PRO Duo™
Main connectors	DC IN 5V connector DC OUT connector (for USB accessory) Headset connector USB connector Memory Stick PRO Duo™ slot
Key / Switches	Directional buttons (up/down/right/left), analog stick, Action buttons (triangle, circle, cross, square), Shoulder buttons (Right/Left) START button, SELECT button, PS button POWER/HOLD switch, Volume (+/-) buttons
Power sources	Lithium-Ion rechargeable internal battery pack AC adaptor USB power supply
Internal disc drive	Read-only UMD drive
Supported profile	PSP® (PlayStation®Portable) Game UMD Video
Access Control	Region code, parental control
Supplied accessories	AC adaptor

*Design and specifications are subejt to change without notice.

Supported coded (in Memory Stick)

Video	<ul style="list-style-type: none"> ● Memory Stick Video Format <ul style="list-style-type: none"> ◇ MPEG-4 Simple Profile (AAC) ◇ H.264/MPEG-4 AVC Main Profile (AAC) ● MPEG-4 <ul style="list-style-type: none"> ◇ MPEG-4 Simple Profile (AAC) ◇ H.264/MPEG-4 AVC Main Profile (CABAC) (AAC) Baseline Profile (AAC) ● AVI <ul style="list-style-type: none"> ◇ Motion JPEG (Linear PCM) ◇ Motion JPEG (μ-Law)
Music	<ul style="list-style-type: none"> ● Memory Stick Audio Format <ul style="list-style-type: none"> ◇ ATRAC3™ ◇ ATRAC3plus™ ◇ MP3 ● MP3 (MPEG-1/2 Audio Layer3) ● MP4 (MPEG-4 AAC) ● WAVE (Linear PCM)
Photo	<ul style="list-style-type: none"> ● JPEG (DCF2.0/Exif2.2) ● TIFF ● BMP ● GIF ● PNG

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and

PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PlayStation 3 in November 2006, 51.8 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 152.4 million systems worldwide. Since its launch at the end of 2004, over 71.4 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, more than 80 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 1.25 billion items have been downloaded.

More information about PlayStation products can be found at www.playstation.com.

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