



SONY COMPUTER ENTERTAINMENT AMERICA TO OFFER LIMITED-EDITION ENTERTAINMENT PACKS WITH NEWLY DESIGNED PSP®(PLAYSTATION®PORTABLE), STARTING THIS FALL
New PSP to Feature Sleeker Look, Video-Out Port and Limited Edition Colors, Including Star Wars® Model in Ceramic White with Darth Vader™ Silk-Screen

CULVER CITY, Calif., July 11, 2007 – In conjunction with a global announcement by Sony Computer Entertainment Inc., Sony Computer Entertainment America Inc. (SCEA) today announced the availability of a new PSP®(PlayStation®Portable) that has a more streamlined form factor and a video-out port, offered for the first time in this territory in two exciting new PSP Entertainment Packs. PSP “Ice Silver” will be included in the limited-edition *Daxter* PSP Entertainment Pack, available in September. Also, a collector’s edition PSP “Ceramic White,” including a Darth Vader silk-screen on the unit, as well as the PSP exclusive title, *Star Wars Battlefront®: Renegade Squadron™*, will be featured in *Star Wars Battlefront* PSP Entertainment Pack, launching in October. PSP Entertainment Packs with the new colors, revealed at the E3 Media & Business Summit today, will be available for \$199.99 (SRP).

“We are very pleased to be taking part in the global roll out of the newly designed PSP, while providing something unique for users in North America,” said Jack Tretton, president and CEO, SCEA. “In response to consumer interest, we’re offering additional colors as part of this enhanced design to match users’ personal styles and interests. The *Star Wars Battlefront* bundle in particular is a great opportunity for consumers to get on board with a collector’s edition ‘Ceramic White’ PSP. Also, the new video-out port, which gives consumers the option to enjoy PSP content on the big screen, brings a whole new dimension to the PSP experience.”

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SCEA –SCEA Offers New Entertainment Packs with Newly Designed PSP
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The first newly designed PSP that will be released in North America is the limited-edition *Daxter* PSP Entertainment Pack, which will be available on September 10 and provide users with everything they need to enjoy the ultimate in portable entertainment, right out of the box. This package will feature a PSP in “Ice Silver” along with the award-winning, action-packed game, *Daxter*; the hit TV comedy from 20th Century Fox, “Family Guy - The Freakin’ Sweet Collection” on UMD™ (Universal Media Disc); and a 1GB Memory Stick PRO Duo™, for storing photos, music, video clips and more.

The limited-release *Star Wars Battlefront* PSP Entertainment Pack, available on October 9, will allow owners to experience their favorite *Star Wars* battles any way – and anywhere – they want with a special “Ceramic White” PSP featuring a silk-screened image of Darth Vader on the back of the unit. Also included is *Star Wars Battlefront: Renegade Squadron*, the next chapter of the best-selling *Star Wars Battlefront* series from LucasArts. Set during the Original Trilogy era, the game is the previously untold story of a ragtag ensemble of battle-hardened rogues and scoundrels assembled by Han Solo. Now for the first time ever in *Star Wars Battlefront*, you can customize your character, select your weapons, choose your abilities and create a different experience every time you play. A stand-alone version of *Star Wars Battlefront: Renegade Squadron* will also be available on October 9.

“We’re really excited about the next chapter in the most successful *Star Wars* video game franchise ever, and since we created *Star Wars Battlefront: Renegade Squadron* specifically with PSP in mind, it’s the perfect companion to the newly designed PSP hardware,” said Jim Ward, President, LucasArts. “And the Darth Vader image silk-screened on the back of the unit adds to the mix to make a great package that should be high on the holiday gift list of both gamers and *Star Wars* fans alike.”

In addition to the new PSP Entertainment Packs, the current PSP Core Pack will continue to be available at \$169.99 (SRP), with an enhanced-design PSP in “Piano Black,” an AC adaptor, and battery pack slated for September.

Driven by the recent \$30 price reduction, the buzz from the “Dude Get Your Own” marketing campaign, and the breadth and depth of its software, the PSP platform has seen a significant lift in sales at retail in North America.

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More than 140 games will be released for PSP this fiscal year, including more than 20 third-party titles currently slated as exclusives. First-party studios will be responsible for eight exclusive games, including several key titles that are playable at E3 this year: *God of War®: Chains of Olympus*, *Jeanne D'Arc*, *NBA '08*, *Parappa the Rapper™*, *Pursuit Force™: Extreme Justice*, *SOCOM US Navy SEALs: Tactical Strike*, and *Syphon Filter®: Logan's Shadow*.

About PSP (PlayStation Portable) handheld entertainment system

PSP is the first truly integrated handheld entertainment system designed to handle multiple applications — music, video, photo, Internet, and wireless connectivity, with games as its key feature. PSP system features an unmatched library of portable entertainment content, totaling nearly 250 games and more than 450 feature films, TV programs, and videos from major studios and record labels, as well as downloadable content from the Internet.

About LucasArts

LucasArts, a Lucasfilm Ltd. company, is a leading developer and publisher of interactive entertainment software worldwide for video game console systems, computers and the Internet. Based in San Francisco, Calif., as well as on the Internet at www.lucasarts.com, LucasArts was created in 1982 by George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

About Sony Computer Entertainment America Inc.

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, and the PSP® (PlayStation®Portable) system, and the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system.

SCEA –SCEA Offers New Entertainment Packs with Newly Designed PSP
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Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets, and distributes software for the PS one game console, the PlayStation 2 computer entertainment system and the PSP system for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America, Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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