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**SONY COMPUTER ENTERTAINMENT INITIATES THE
PLAYSTATION®MOBILE DEVELOPER PROGRAM**

*Official Version of PlayStation®Mobile SDK Now Publicly Available
Program Allows a Wider range of Developers to Create Dedicated Content for
PlayStation™Certified Devices and PlayStation®Vita*

Tokyo, November 20, 2012– Sony Computer Entertainment Inc. (SCE) today announced that it initiates the PlayStation®Mobile Developer Program which includes the official version of PlayStation®Mobile SDK**1 from today, in an effort to further expand the world of PlayStation® on open operating system-based devices**2 through PlayStation®Mobile.

Allowing a wider range of developers to create dedicated content for PlayStation Mobile, the PlayStation®Mobile Developer Program becomes available in Japan, United States, Canada, United Kingdom, France, Germany, Italy, Spain, Australia. The forthcoming phased roll out will start from Hong Kong and Taiwan and with more countries and regions to follow. This program enables developers to distribute easily their content through PlayStation®Store**3 on a commercial basis and market their games to millions of dedicated gamers with PlayStation™Certified**4 devices and PlayStation®Vita. The license agreement fee is 7,980 yen annually**5.

After receiving the feedback from developers who have used the open beta version since this April, the official version of PlayStation®Mobile SDK enhances its system stability. Along with the technical support from SCE through the developers forum where developers can exchange useful information, developers are also be able to seamlessly continue to develop content which was created with the open beta version.

(Please refer to the special site link for more detailed information)

<https://psm.playstation.net/portal/>

SCE will further accelerate the expansion of PlayStation™Certified devices and continue to collaborate with content developers to drive the delivery of compelling entertainment experiences through PlayStation®Mobile.

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*1 A set of development tools and software libraries for PlayStation®Mobile.

*2 As of November 20, Android based PS Certified devices and PS Vita.

*3 Users can download vast digital content including games through PlayStation Store for PS3, PSP, PS Vita and PS Certified devices.

*4 The license program to expand PlayStation®Mobile, dedicated for portable hardware manufacturers. SCE will not only license logos but also provide necessary development support. Please kindly refer to the URL for the line-up of PS Certified devices.

<http://www.playstation.com/psm/certified.html>

*5 The fee is for the Japanese market. The fee differs by countries and regions. After closing the license agreement, developers are able to use PlayStation®Mobile SDK and conduct verification on PS Certified devices and PS Vita to distribute their content on PS Store.

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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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