



**SONY COMPUTER ENTERTAINMENT JAPAN TO
RELEASE "RED/BLACK" PSP® (PLAYSTATION®PORTABLE)
VALUE PACK**

*Available from November 22nd for a Limited Offer at a Recommended Retail price of
14,800 Yen (including tax)*

Tokyo, October 2, 2012—Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that "PSP® (PlayStation®Portable) (PSP-3000) Value Pack" featuring a PSP system in a two-tone "Red/Black" colors, will be on sale again from November 22, 2012, for a limited offer at a Recommended Retail Price (RRP) of 14,800 yen (including tax).

The "PSP Value Pack" was originally introduced on November 17, 2011 for a limited offer at a recommended retail price of 17,800 yen (including tax) and well received by users. The new value pack will also consist of a PSP system in a "Red /Black" two-tone colors, 2GB Memory Stick PRO DUO™ (Mark2), a special pouch in the same colors as the PSP system and a cleaning cloth. Along with the introduction of new price for PSP® (PlayStation®Portable) portable entertainment system from September 20, 2012, this "PSP Value Pack" will be offered at an affordable price point allowing users to enjoy PSP immediately out of the box with all the necessary accessories included in one pack.

With strong support from software developers and publishers, more software title line-up are expected to be released for PSP® system including *DANBALL SENKI W* (LEVEL-5 Inc.) available on Oct 18, *WORLD SOCCER Winning Eleven 2013*(Konami Digital Entertainment Co., Ltd.) on Nov 1, *ONEPIECE ROMANCE DAWN ~BOUKENO YOAKE ~*(NAMCO BANDAI Games Inc.) on Dec 20, and *AKBI/153 RENNAI SOUSENKYO* (NAMCO BANDAI Games Inc.) on Dec 20.

SCEJ will continue to deploy various measures towards the holiday season to further expand the PSP platform.

PSP® (PlayStation®Portable) (PSP-3000) Value Pack Product Outline

Product name	PSP® (PlayStation®Portable) (PSP-3000) Value Pack
Product color/ Product code	Red/Black (PSPJ-30026) For a limited offer
Recommended Retail Price	14,800 yen (including tax)
Release date	November 22, 2012
Included	<ul style="list-style-type: none">•PSP®(PlayStation®Portable) × 1•Memory Stick PRO DUO™ (Mark2) 2GB × 1•Pouch × 1•Cleaning cloth × 1•AC adaptor × 1•Battery pack (1200mAh) ×1

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Memory Stick PRO Duo is a trademark of Sony Corporations.
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About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan (SCEJ), a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation®3 computer entertainment system, the PlayStation®2 computer entertainment system, the PlayStation®Portable handheld entertainment system and the PlayStation®Vita portable entertainment system. SCEJ also develops, publishes, markets and distributes software, and manages the third party licensing program for these platforms.

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