



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
“PLAYSTATION®VITA 32GB BONUS PACK” AND “PLAYSTATION®VITA
STARTER PACK” FOR A LIMITED OFFER**

*The 32GB Bonus Pack will be Available from November 15, 2012, at a Recommended Retail Price of 34,980 yen (including tax),
The Starter Pack will be Available from November 22, 2012, at a Recommended Retail Price of 29,980 yen (including tax)*

Tokyo, October 15, 2012 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced that “PlayStation®Vita (PS Vita) 32GB Bonus Pack” and “PlayStation®Vita Starter Pack” which consist of useful accessories and software title will be available for this holiday season.

● **PlayStation®Vita 32GB Bonus Pack**

“PlayStation®Vita 32GB Bonus Pack” will come with a PS Vita system 3G/Wi-Fi model in crystal black color with “prepaid data plan 20h”, a high-capacity 32GB memory card, a cradle, and a protective film. The bonus pack will be available from December 15, 2012, for a limited offer at an attractive RRP of 34,980 yen (including tax).

With the high-capacity 32 GB memory card which will be bundled with the bonus pack users can store and enjoy a variety of content such as software titles for PS Vita and legendary original PlayStation® titles through PlayStation Store^{*1}, comics content thorough “Reader Store”^{*2} and music content through “Music Unlimited”^{*3}.

Furthermore, users will be able to watch and record digital terrestrial and satellite broadcasts on their PS Vita via Wi-Fi connection through “torne for PS Vita” (tentative name), a dedicated application for accessing “nasne” which will become available within this calendar year.^{*4} Users will also be able to record TV programs on the high-capacity 32 GB memory card and enjoy them on PS Vita on the way to work, school or anywhere.

● **PlayStation®Vita Starter Pack**

“PlayStation®Vita Starter Pack” will consist of a PS Vita system 3G/Wi-Fi model in crystal black color with “prepaid data plan 20h”, “Everybody’s Golf 6” for PS Vita, a popular golf franchise which celebrated the 15th anniversary of the series debut this year, and a 4GB memory card. Available in stores starting December 22, 2012, for a limited offer at an attractive RRP of 29,980 yen (including tax) the starter pack will allow users to enjoy the unique and attractive features of PS Vita immediately out of the box through exciting game play of “Everybody’s Golf 6”.

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

*1 Internet environment is required. Users need to sign in to PlayStation®Network.

*2 Reader™ for PlayStation®Vita, Sony Corporation’s “Reader” application for free which can be downloaded through PlayStation®Store is required.

*3 Online music distribution service for fixed charge (1,480 yen per 30 days in Japan). Sony Entertainment Network account and credit card number are required.

*4 As of October 15, 2012, by using “uke-torne,” a dedicated application for PS Vita, users can export recorded television programs to PS Vita through PlayStation®3. The details of “torne for PS Vita” (tentative name) will be announced when ready.

<PlayStation®Vita 32GB Bonus Pack outline>

Product name	PlayStation®Vita 32GB Bonus Pack
Product code	PCHJ-10005
Release date	November 15, 2012
Recommended Retail Price	34,980 yen (including tax)

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Included	<ul style="list-style-type: none"> •PlayStation®Vita 3G/Wi-Fi model crystal black x 1 •Memory card 32GB x 1 •Cradle x 1 •protective film x 1 •USB cable x 1 •AC adaptor x 1 •Power cord x 1 •SIM card x 1 (with "prepaid data plan 20h")(inserted to the PS Vita system) •AR play cards •Printed materials
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<PlayStation®Vita Starter Pack outline>

Product name	PlayStation®Vita Starter Pack
Product code	PCHJ-10003
Release date	November 22, 2012
Recommended Retail Price	29,980 yen (including tax)
Included	<ul style="list-style-type: none"> •PlayStation®Vita 3G/Wi-Fi model crystal black x 1 •“Everybody’s Golf 6” for PS Vita x 1 •Memory card 4GB x 1 •USB cable x 1 •AC adaptor x 1 •Power cord x 1 •SIM card x 1 (with "prepaid data plan 20h")(inserted to the PS Vita system) •AR play cards •Printed materials

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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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