



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
“PSP® (PLAYSTATION®PORTABLE) UTANO PRINCE SAMA ALL STAR
PRELUDE SYMPHONY PACK”**

*Available on March 7, 2013, at a Recommended Retail Price of 22,990 yen (including tax)
for a limited offer*

Tokyo, December 10, 2012 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced that “PSP® (PlayStation®Portable) *Utano Prince Sama All Star Prelude Symphony Pack*” will be available on March 7, 2013. The pack will include the PSP® system, specially designed accessories and the *Utano Prince Sama All Star* software title for PSP®, and will be a limited offer at a recommended retail price of 22,990 yen (including tax).

Utano Prince Sama All Star from BROCCOLI is the newest installment of the popular romance adventure game franchise targeted to women. Set in an entertainment agency, “Shining production”, the 13 idols who were active in the previous series are featured in the title. Same as the last installment, the “Music Game”, which has been well received by many users, will be included to enable users to play with the songs which are sung by the popular voice actors. *Utano Prince Sama* is also planned to be broadcast as second anime television series of “*Utano Prince Sama Maji LOVE 2000%*” from April 2013, and further enthusiasm is expected.

The “PSP *Utano Prince Sama All Star Prelude Symphony Pack*” will include the PSP® system with a special chic design in gold and brown color depicting the emblem of “Shining production” on the back of the system as a decorative accent. With a specially designed package and a sleeve, the pack also comes with an original pouch to match the color

2-2-2-2 SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE “PSP® (PLAYSTATION®PORTABLE) UTANO PRINCE SAMA ALL STAR PRELUDE SYMPHONY PACK”

of the PSP® system, and an original cleaning cloth. Both the package and the cloth are treated with an illustration of this title’s main characters of which original designs were created by Chinatsu Kurahana. Furthermore, the pack will bundle “*Super Shining Smile Box for initial Limited Edition*” which includes the *Utano Prince Sama All Star* software title, the CD, “*Moshimono Prince Sama Career Version*”, containing sweet whispery voice of the 13 idols, and an idol magazine looking booklet, “Extra Edition of Shanista”, filled with amusing information.

SCEJ will continue to further expand the PlayStation® platform and create a new world of computer entertainment with an enhanced line-up of PlayStation hardware, along with upcoming exciting new titles from first party and third party developers and publishers.

<“PSP® (PlayStation®Portable) Utano Prince Sama All Star Prelude Symphony Pack” outline>

Product name	“PSP®(PlayStation®Portable) <i>Utano Prince Sama All Star Prelude Symphony Pack</i> ”,
Product code	PSPJ-30029
Release date	March 7, 2013
Recommended Retail Price	22,990 yen (including tax)
Included	<ul style="list-style-type: none"> •PSP® (PlayStation®Portable) (PSP-3000) with a Utano Prince Sama special design x 1 •Utano Prince Sama All Star software title “Super Shining Smile Box for Limited Edition” x 1 Includes the special CD and booklet •Original Pouch x 1 •Original Cleaning Cloth x 1 •Battery pack (1200mAh) x 1 •AC adaptor x 1 •Power cord x 1

<“Utano Prince Sama All Star” product outline>

Title	<i>Utano Prince Sama All Star</i>
Genre	ADV
Release date	March 7, 2013
Recommended Retail Price	[Usual Price] 6,090 yen (including tax) [Super Shining Smile BOX for Limited Edition] 8,190 yen (including tax)
CERO rating	C
Publisher	BROCCOLI
Copyright	© Saotome Gakuen
URL	http://www.utapri.com/game/allstar/index.php

PlayStation, PS3, PS2 and PSP are registered trademarks or trademarks of Sony Computer Entertainment Inc.
All other trademarks are property of their respective owners.

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

###