



SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE PLAYSTATION®VITA IN NEW “ICE SILVER” COLOR

PlayStation®Vita in new “Ice Silver” comes with “PHANTASY STAR ONLINE 2”, the latest installment of “PHANTASY STAR” franchise, including the “AC 1000 winning ticket” which can be exchanged to points worth 1,000 yen in the game

Tokyo, February 20, 2013—Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced the introduction of PlayStation®Vita (PS Vita) Wi-Fi model (PCH-1000 series) in a new “Ice Silver” color. This model will become available on February 28, 2013, at a recommended retail price (RRP) of 19,980 yen (including tax) for a limited offer.

The new “Ice Silver” color which was also offered for the PSP® (PlayStation®Portable) (PSP-2000 series) system, was made available for PS Vita in response to the strong requests from users in Japan.

Bundled with free to play “*PHANTASY STAR ONLINE 2*”^{*1}, the latest installment of “*PHANTASY STAR*” franchise which will be released from SEGA Corporation on the same day via PlayStation®Store, and the “AC 1000 winning ticket” which can be exchanged to points worth 1,000 yen in the game, the new “Ice Silver” PS Vita will allow users to enjoy the world of “*PHANTASY STAR ONLINE 2*” more deeply.

SCEJ will continue to expand the PS Vita platform with this new color offering and more attractive game software titles.

^{*1} Some items may be subject to fees. This software is the same content that can be downloaded for free from PlayStation®Store. This software does not include the item code of “deluxe seven bonus” which is a special offering for “*PHANTASY STAR ONLINE 2 Special Package*”. Sony Entertainment Network (SEN) account and “SEGA ID” are required to play.

PlayStation®Vita Wi-Fi model “Ice Silver” Product Outline

Product name	PlayStation®Vita Wi-Fi model “Ice Silver”
Product code	PCHJ-10007 For a limited offer
Recommended Retail Price	19,980 yen (including tax)
Release date	February 28, 2013
Included	<ul style="list-style-type: none">•PlayStation®Vita × 1•“PHANTASY STAR ONLINE 2” × 1* including the “AC 1000 winning ticket” which can be exchanged to points worth 1,000 yen in the game.•USB cable × 1•AC adaptor × 1•Power cord × 1•AR Play cards•Printed materials ×1

PlayStation and PSP are registered trademarks of Sony Computer Entertainment Inc.
“SEGA” is a registered trademark of SEGA Corporation.
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.

###