



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN ASIA TO RELEASE
DUALSHOCK®3 IN NEW “METALLIC GRAY” COLOR IN JAPAN**
Available on June 20, 2013, at a Recommended Retail Price of 5,500 yen (including tax)

Tokyo, April 2, 2013 – Sony Computer Entertainment Japan Asia (SCEJA), a division of Sony Computer Entertainment Inc., responsible for business operation in Japan and Asia, today announced that it will release a new “Metallic Gray” color for DUALSHOCK®3 Wireless Controller for the PlayStation®3 computer entertainment system on June 20, 2013, for a limited offer at a recommended retail price (RRP) of 5,500 yen (including tax) in Japan.

This massive color of controller is a perfect match with *The Last of Us*, concurrently released with the controller from Sony Computer Entertainment Inc, letting users deeply immerse themselves in the world concept of the software title.

SCEJA will continue to further expand the PS3 platform along with attractive peripherals and create a world of computer entertainment that is only possible on PS3.

Product Outline

Product name	DUALSHOCK®3 Wireless Controller
Product code	CECH- ZC2J MY / Metallic Grey
Release date	June 20, 2013
Recommended retail price	5,238yen (excluding tax) / 5,500 yen (including tax)

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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