



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 BUNDLE PACK FEATURING MICHAEL JACKSON'S
THIS IS IT**

*PlayStation®3 with 120GB Hard Disk Drive and
Michael Jackson's THIS IS IT in Blu-ray Disc™ Come in One Box*

Tokyo, January 6, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that a “PlayStation®3 ‘Michael Jackson’s THIS IS IT’ Special Pack” will become available in Japan on January 27, 2010, concurrently with the release of Michael Jackson’s THIS IS IT on Blu-ray™/DVD discs. This special bundle pack, produced in collaboration with Sony Pictures Entertainment, will include the PlayStation®3 (PS3®) computer entertainment system with 120GB Hard Disk Drive and Michael Jackson’s THIS IS IT on Blu-ray Disc and will be a limited offer at a recommended retail price of 33,500 yen (including tax).

Michael Jackson’s THIS IS IT is a rare, behind-the-scenes look at the performer as he developed, created and rehearsed for his final concerts that were to be held in London from summer of 2009 to 2010. This blockbuster film was drawn from more than one hundred hours of behind-the-scene footage, featuring Jackson rehearsing a number of his songs for the show. The disc also includes Blu-ray Disc exclusive vignettes of *Thriller* and *Smooth Criminal* which were re-taken specifically for the concert as well as a special wallpaper for the PS3 system.

With the “PlayStation 3 ‘Michael Jackson’s THIS IS IT’ Special Pack”, SCEJ continues to deliver the entertainment experience only possible on the PS3 system and further expands the platform to the gaming fans as well as to those new audience who are seeking for the ultimate entertainment platform for their home.

* “Blu-ray Remote Control” comes in handy when watching Blu-ray/DVD disc movies or music video on PS3 system. “Blu-ray Remote Control (product code: CECH-ZR1J)” is a SCE product available in stores at a recommended retail price of 3,600 yen (including tax).

Product Outline

Product name	“PlayStation®3 ‘Michael Jackson’s THIS IS IT’ Special Pack”
Product code	CEJH-10009
Release date	January 27, 2010
Recommended retail price	33,500 yen (including tax)
Included	<ul style="list-style-type: none"> ▪ PlayStation®3 x 1 (CECH-2000A, Color: Charcoal Black) Hard Disk Drive capacity 120GB ▪ Michael Jackson’s THIS IS IT in Blu-ray Disc™ x 1 ▪ DUALSHOCK®3 Wireless Controller x1 ▪ Power cord x 1 ▪ AV cable x 1 ▪ USB cable x 1
Produced in collaboration with	Sony Pictures Entertainment

About the Blu-ray Disc

Title name	Michael Jackson’s THIS IS IT
Release date	January 27, 2010
Recommended retail price	4,980 yen (including tax)
Publisher	Sony Pictures Entertainment
Copyright	©2009 The Michael Jackson Company, LLC. All Rights Reserved.
Official Home Page	http://bd-dvd.sonypictures.jp/michaeljacksonthisisit/

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 and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PlayStation®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 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 state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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