

Sony Computer Entertainment Asia

March 27, 2010

FOR IMMEDIATE RELEASE

SONY COMPUTER ENTERTAINMENT ASIA STARTS ITS PLAYSTATION® BUSINESS IN REPUBLIC OF THE PHILIPPINES

*PlayStation®3 and PSP® (PlayStation®Portable) First Hit
Philippine Market on 27th March, 2010*

Manila, Republic of the Philippines, 27th March, 2010 – Sony Computer Entertainment Asia (SCE Asia) today announced that the company will initiate the PlayStation® business in Republic of the Philippines on 27th March, 2010, making the world's popular computer entertainment systems and services available to the PlayStation fans and consumers in the country. The Philippines will be the 9th country and region in the SCE Asia territories.

Along with the initiation of the PlayStation business in the Philippines, SCE Asia will introduce to the market, PlayStation®3 (PS3™) (CECH-2012A / CECH-2012B) (body color: charcoal black) computer entertainment system featuring an extremely streamlined form factor with 120GB (CECH-2012A) or 250GB (CECH-2012B) Hard Disk Drive (HDD) and PSP® (PlayStation®Portable) (PSP-3006) handheld entertainment system. The PS3 and PSP system will become available in stores from 27th March, 2010, at suggested retail prices of PHP18,999 for PS3 120GB model, PHP 20,999 for PS3 250GB model and PHP 9,999 for PSP-3006 respectively (including tax). With the launch of the PlayStation platforms, users in the Philippines will be able to enjoy a wide variety of entertainment content including games, music and movies on the popular entertainment systems.

The PS3 system (CECH-2012A / CECH-2012B) offers the cutting-edge features and functions such as the ability to enjoy high-definition Blu-ray™ disc (BD) movies and PS3 games as well as connecting the Internet. The latest models of PS3 system with 120GB or 250GB HDD which allow users to store many of entertainment content such as games, music, photos and movies. While inheriting the sleek curved body design of the original model, the form factor of the current PS3 system features a meticulous design with textured surface finish, giving an all new impression and a casual look.

The PSP system (PSP-3006) has been gaining enthusiastic support from users worldwide, and has sold more than 60 million sell-in units worldwide*¹ since the first PSP system (PSP-1000) launched in 2004. Offering the highest-level contrast ratio, response time, and wider color gamut possible on a portable LCD screen, the PSP system is capable of displaying movies

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and photos in more natural and vibrant colors on its high resolution 4.3 inch wide screen. The LCD screen adopts an anti-reflection technology, which enables users to see the screen more clearly in well-lit places, even when used outdoors. PSP-3006 will be available in Piano Black, Pearl White, Mystic Silver, and the Carnival Colours - Radiant Red and Vibrant Blue.

Along with a vast line-up of attractive and exciting entertainment content with PS3 and PSP, SCE Asia will continue to further expand the PlayStation platforms and create a new world of computer entertainment in Asian countries and regions.

To celebrate the launch of PlayStation new products, there will be a **1st day launch event** on Saturday, 27th March, 2010 which the customers can get premiums for purchase of PlayStation product.

1st day Launch Event

Date: Saturday, 27th March, 2010

Venue: Glorietta, Ayala Center Makati, Manila, The Philippines

Please visit <http://asia.playstation.com/ph> for more details.

*1 Sell-in numbers as of end December 2009

About Sony Computer Entertainment Asia:

Sony Computer Entertainment Asia is a division company of Sony Computer Entertainment Inc. responsible for sales and marketing activities of PlayStation® products in Hong Kong, Indonesia, Malaysia, Singapore, South Korea, Taiwan, Thailand, Vietnam and The Philippines.

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Media Contact: Sony Computer Entertainment Hong Kong Ltd. <http://asia.playstation.com/>

Jacqueline Chiu

Tel: 2302 5543 E-mail: SCEH.promotion@sceh.sony.com.hk