



PlayStation®Network Video Delivery Service to launch in Australia
Available on PlayStation®3 and PSP™ (PlayStation®Portable)
Over 600 movies available, to rent or to own, at the click of a button

SYDNEY, 18th May 2010: Sony Computer Entertainment Australia (SCE Aust.) further expanded its PlayStation® entertainment offering today with the announcement of the imminent launch of the PlayStation®Network video delivery service for Australia on Thursday 20th May 2010. The service, available to PlayStation®3 (PS3™) and PSP™ (PlayStation®Portable) users from 1AM on Thursday 20th May, allows film fans to download over 600 movies, including the latest releases, straight to their PS3 and PSP.

Over 600 movies will be available to rent (from AU\$3.99) or to buy (from AU\$7.99), many in High Definition* (HD) as well as Standard Definition (SD), from major movie studios including 20th Century Fox , Content Film, Hopscotch Films, Metro-Goldwyn-Mayer Studios Inc. (MGM), Paramount Pictures, Sony Pictures Home Entertainment, The Walt Disney Company Universal, Village Roadshow Limited and Warner Bros.,

Titles available at launch include *Avatar*, *Capote*, *Dreamland*, *Inglorious Basterds*, *Iron Man*, *Ninja Assassin*, *Sherlock Holmes*, *The Lives of Others*, *The Surrogates* and *Twilight New Moon*. Additional content will be added on a weekly basis.

“The launch of the PlayStation Network video delivery service in Australia this week extends the PlayStation entertainment offering and provides our consumers with another way to access and enjoy their favourite movies, whether at home or on the go,” said Michael Ephraim, Managing Director, SCE Aust.

Michael Aragon, General Manager, Global Digital Video Distribution and Operations for Sony Network Entertainment, "The launch of the Australian market marks another milestone for Sony in delivering the most popular video content to our customers globally. We are excited about delivering high quality entertainment directly to our Australian consumers' PS3 and PSP."

The video delivery service will be fully integrated within PlayStation Network, using the same log-in, wallet system and user-interface. Users can search for movies by name, or can browse categories such as "new releases", "genres" and "most popular downloads". PS3's progressive downloading allows viewers to start watching a film shortly after the download begins. They can also access certain games or other content on their PS3 while the download is taking place.

Consumers who choose to rent have up to 14 days to watch their movie, and, once playback is started, they have 48 hours to watch the content. Purchased movies are stored on the PS3 hard disk drive and can be accessed at home via PS3 or transferred to PSP for content on the go.

Michael Ephraim added "The video delivery service launch in Australia is another addition to PlayStation's strong entertainment credentials, alongside our on demand content that includes streaming music video with VidZone®, Catch Up TV services and free digital TV viewing with PlayTV™. With games, movies, music, TV, Internet, and photos, alongside major PlayStation innovation this year in the form of stereoscopic 3D and PlayStation®Move motion controller entertainment in Australian homes never looked better."

To find out more, visit: <http://videostore.au.playstation.com/>

* Initially HD content will only be available to rent

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About Sony Computer Entertainment Australia

Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PlayStation®3, PlayStation®2 and PSP® (PlayStation®Portable) and PlayStation®Network software and hardware in Australia and New Zealand. SCE Aust. commenced trading in 1995.

More information about PlayStation products can be found at www.playstation.com.au

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PlayStation 3 in November 2006, over 35.7 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 144.5 million systems worldwide. Since its launch at the end of 2004, over 61.5 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 47 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 980 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com

About ContentFilm International (CFI)

ContentFilm International (CFI) is the worldwide film and library sales arm of ContentFilm plc. CFI specializes in high quality and commercial feature films, and is able to assist film producers in securing finance. Content handles worldwide sales, marketing, and publicity on all titles. The recently formed Feature Film Library arm also manages international sales on over 160 titles.

Recent CFI productions include the violent medieval action thriller IRONCLAD starring James Purefoy and Paul Giamatti and Award winning crew, from *Hitman* director Xavier Gens comes the Post Apocalyptic Action Thriller THE FALLOUT, Philip Ridley's HEARTLESS starring Jim Sturgess, wildly acclaimed BALIBO starring Anthony LaPaglia is a thriller based on true events, THE WINNING SEASON with Sam Rockwell and Emma Roberts, the Academy Award® Winner for Best Foreign Film DEPARTURES, EXTRACT starring Jason Bateman and Mila Kunis from cult director Mike Judge, Academy Award® winner Andrea Arnold's FISH TANK presented in the

Official Selection at Cannes this year, Rock n' Roll documentary narrated by Jonny Depp WHEN YOU'RE STRANGE: A STORY ABOUT THE DOORS, THE MESSENGER with Ben Foster and Woody Harrelson, winner of the Silver Bear in Berlin for best Screenplay, Glendyn Ivin's LAST RIDE starring Hugo Weaving which premiered in Toronto, the explosive thriller THE TECHNICIAN, the action horror OUTPOST: BLACK SUN, MATCHING JACK directed by Nadia Tass and starring James Nesbitt, Bobcat Goldthwait's WORLD'S GREATEST DAD starring Robin Williams, LOVE THE BEAST directed by Eric Bana, GAIA directed by Jason Lehel, BARBARIAN PRINCESS starring Q'orianka Kilcher, Barry Pepper and Shaun Evans, 'fast-paced action thriller HORSE and Academy Award ® nominated actor William H. Macy makes his directorial debut with KEEP COMING BACK.

Completed films include Toby Wilkins' brilliant horror 'Splinter', 'Poppy Shakespeare' starring Naomie Harris, intense suspense thriller 'The Killing Room' with Academy Award ® nominated Chloe Sevigny, 'August' starring Josh Hartnett, Peter Greenaway's 'Nighwatching', Richard Attenborough's 'Closing the Ring', the cult UK horror 'Outpost', Paul Verhoeven's 'Black Book' and Jason Reitman's 'Thank You For Smoking' .

Some of the latest library titles include the erotic comedy drama 'Sirens' starring Hugh Grant, the Nick Broomfield collection which includes 'Kurt and Courtney', 'The Pervert's Guide to Cinema' directed by Sophie Fiennes, the acclaimed 'Shooting Dogs' and many more.

CFI attends all major markets and festivals including Cannes, Venice, Toronto, Sundance, AFM and Berlin. CFI is being managed in an executive capacity by Jamie Carmichael, President of ContentFilm International.

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