



## **PLAYSTATION®NETWORK FUELS THE NEXT EVOLUTION OF DIGITAL DISTRIBUTION**

*New and Exclusive Content, Innovative Services and Community Focused Tools Provide the Most Comprehensive Entertainment Experience to PlayStation®3 and PSP® (PlayStation® Portable) Users*

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**LOS ANGELES, Calif., June 15, 2010** – Sony Computer Entertainment America LLC (SCEA) today unveiled new original programming and gaming content additions to PlayStation®Network’s unmatched and ever-growing entertainment suite of new and exclusive content, services and community focused tools. SCEA introduced PlayStation®Plus, a new subscription service package offering users even more options in how they consume content on PlayStation Network, during its press event kicking off the annual E3 Expo 2010 at the Los Angeles Convention Center. In addition, an open casting call was announced for Season 2 of its original competitive reality series, “The Tester™,” premiering this fall. Combined with the recent availability of programming from HBO® and ability to stream live baseball games in High Definition (HD) through the MLB.TV subscription service, PlayStation Network is continuing its evolution in delivering a great overall entertainment experience to its users.

New PlayStation Network titles for both the PlayStation®3 (PS3™) and PSP® (PlayStation®Portable) systems were also announced at E3, adding to an existing library of more than 670 downloadable games on PlayStation®Store. For the PS3 system, *PixelJunk™ Shooter 2*, *PixelJunk™ Racers 2<sup>nd</sup> Lap*, *Dead Nation™*, *Fat Princess 1.06 Patch*, and *echochrome™ ii* were showcased. Additionally, *God of War®: Ghost of Sparta*, *Invizimals™*, *Piyotama®*, *Hot Shots Tennis: Get A Grip™*, *Patapon®3*, *EyePet™* and *Gravity Crash™* will be released for the PSP system later this year.

“PlayStation Network has come a long way in just three short years and we have more than 50 million registered accounts accessing an unparalleled connected experience – from live sports and exclusive original programming to new gaming, movie and TV content,” said Jack Tretton, President and CEO, SCEA. “The combination of PlayStation®’s connected experience

and products, allows us to continually provide the most comprehensive entertainment experience, at home or on the go, for the passionate and devoted PlayStation community.”

For the first time, PlayStation® Home -- a ground-breaking virtual social gaming platform available on the PS3 system-- will provide users that can't make it to E3 in Los Angeles the opportunity to explore and experience PlayStation's virtual E3 booth. The virtual booth, an exact replica of the “real” PlayStation E3 booth, will be accessible for the entirety of the Expo and will give the PlayStation Home community an opportunity to check out the show floor with added bonuses including access to the exclusive VIP level in the PlayStation booth. In addition to videos of the latest PlayStation 3 and PlayStation® Move titles, game trailers, interviews and behind-the-scenes looks at the making of a PlayStation Home space, the PlayStation Home virtual E3 booth will also showcase a special taping of Jack Tretton's E3 keynote address. Fans that attend the booth will also be rewarded with virtual content including exclusive E3 virtual clothing items for their avatars as well as a slew of PlayStation branded décor for their personal PlayStation Home spaces.

### **PlayStation® Plus**

PlayStation Plus is a new subscription service package offering users even more options in how they consume content on the PlayStation Network. PlayStation Plus provides gamers with more value, access and convenience by offering subscribers features such as frequent discounts on PlayStation Store content, free and exclusive access to select games, full game trials, early invitations to select betas of popular games, and new functionality such as content downloads and updates which will automatically be “pushed” to the PS3 system even when consumers are not using their system.

While all PlayStation Network users will continue to have free access to its expanding game and non-game content and service offerings for the PS3 and PSP systems – just as they do today – PlayStation Plus members will gain access to an exclusive set of features and functionalities designed specifically for gamers. PlayStation Plus members will have free access to titles including *WipEout HD*, Minis and PS one® Classics such as *Fieldrunners*, *Age of Zombies* and *Rally Cross*, a full game trial of *inFAMOUS®*, and discounts on downloadable content such as *Fat Princess*. Additionally, members will always have access to their virtual library of free games for as long as they keep their PlayStation Plus membership. Consumers can sign up on PlayStation Store or learn more about the new exclusive set of features and functionalities at [us.playstation.com](http://us.playstation.com).

PlayStation Plus will be available on June 29, 2010 for a 365-day package at \$49.99. SCEA is also running a “limited time offer” giving subscribers 3 free bonus months for signing up for a 365-day subscription. Consumers also have the option to subscribe for 90-days for \$17.99.

### **Original and Exclusive Programming**

From the beginning, PlayStation has been a pioneer in gaming and entertainment -- from delivering genre-shattering exclusive games to becoming the first entertainment network on a console to offer a premiere video delivery service. In February 2010, “The Tester,” an original competitive reality series pitting 11 hopeful gamers from across the country to compete for a chance to win a position as a game tester at SCEA, debuted exclusively on PlayStation Network.

Today, following the excitement and success of the debut series, PlayStation announced that a casting call for Season 2 of The Tester is now open at [www.TheTester.com](http://www.TheTester.com). Now, a new group of gamers will get a chance to compete in physical and mental challenges to win a job as an official PlayStation game tester. During this Season’s summer long casting process, there will also be an online contest that will allow at least one lucky person to be voted onto the Season 2 cast by the PlayStation Community.

For additional information on The Tester, produced by reality programming veteran 51 Minds Entertainment, and how to create a profile for a chance to be on Season 2 of The Tester, go to our casting site at [www.TheTester.com](http://www.TheTester.com). There is also a video featuring Season 1 winner, Will Powers (aka “Cyrus”), with some helpful tips on how to make a great profile.

More than 23,000 movies and TV episodes are currently available through PlayStation Network’s video delivery service, including HD movies from all of the major studios – 20th Century Fox, Walt Disney Pictures, Paramount Pictures, Sony Pictures Entertainment, Universal Pictures, and Warner Bros. Additionally, exclusive original content such as programming from HBO, live sports through the MLB.TV subscription service, Qore™, an interactive video gaming magazine, and PULSE, a bi-weekly video showcase of the latest news from PlayStation, makes the PS3 system one of the most content rich entertainment platforms in the home or on the go with the PSP system.

### **PlayStation® Home**

Since the launch of PlayStation Home exclusively on the PS3 system in 2008, it has evolved beyond a social network into a rapidly evolving true gaming platform. In the past year PlayStation Home’s user base has more than doubled to 14 million worldwide. Today, users

spend an average of 70 minutes per visit, playing games, attending and organizing special events, watching videos, listening to music, meeting new friends, and launching into games together.

In addition to millions of PS3 fans discovering all that PlayStation Home has to offer, game developers and publishers are also recognizing the value of directly interacting with the gaming community to increase and extend consumer interest in their game titles via new mediums of game play. SCEA has partnered with nearly 30 brands to develop virtual environments and game-specific content for PlayStation Home, including Activision, Electronic Arts, Capcom Entertainment, NAMCO BANDAI Games America Inc., THQ and UBISOFT, and is continuing to welcome new and eager developers onto the platform as well.

With the launch of Sodium One, PlayStation Home's first massively multiplayer online (MMO) game space, in December 2009, PlayStation Home further evolved into a true social gaming platform, complete with both snack-size mini games and extended gaming experiences to share with both existing friends and new friends met within PlayStation Home.

Today, PlayStation Home offers gamers more than 100 ready to play games, 50 discreet public and private spaces to experience, and over 5000 virtual items to collect, with new store fronts available from LucasArts, Lockwood, Loot, Activision and Disney. Additionally, more than 400 community events have been held in PlayStation Home since its launch, many organized by the PlayStation Home community.

### **About PlayStation® Network**

PlayStation® Network is an entertainment network that unites people and innovative entertainment to deliver captivating experiences worldwide. In addition to offering new and original forms of entertainment, PlayStation Network supports free and community-centric online gameplay, communication tools, and PSP® and PS3 systems connectivity. PlayStation Network has more than 50 million registered accounts worldwide.

### **About Sony Computer Entertainment America LLC**

Sony Computer Entertainment America LLC. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation® 2 computer entertainment system, the PSP® (PlayStation® Portable) handheld entertainment system, the ground-breaking PlayStation® 3 (PS3™) computer entertainment system and its online and network services the PlayStation® Network and PlayStation® Store. Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC. markets the PlayStation family of products and

develops, publishes, markets and distributes software for the PS one, PlayStation 2, PSP and PS3 systems for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America LLC. serves as headquarters for all North American operations.

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