



**FOR IMMEDIATE DISTRIBUTION**

**PLAYSTATION®NETWORK VIDEO DELIVERY SERVICE**

**EXPANDS INTO CANADA**

*More Than 1,000 Popular Movies and TV Shows Now Available on PlayStation®3 and  
PSP® (PlayStation®Portable) Systems in English and French*

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**TORONTO, Ontario, Canada, July 1, 2010** - Sony Computer Entertainment Canada (SCEC) has expanded its entertainment content by offering PlayStation®Network video delivery service to Canadian customers in English and French languages. PlayStation Network, available via the PlayStation®3 (PS3™) computer entertainment system and the PSP® (PlayStation®Portable) handheld entertainment system, allows members to purchase or rent movies and purchase TV shows, including the latest new releases, straight to either device.

More than 1,000 movies and TV shows will be available in High-Definition (HD) or Standard Definition (SD), with movies available to rent from CA\$3.99, movies to purchase from CA\$9.99, and TV shows to purchase from CA\$1.99. The movies are from major studios, distributors and content providers including 20<sup>th</sup> Century Fox, Alliance Films, E1 Entertainment, Maple Pictures, Metro-Goldwyn-Mayer Studios Inc. (MGM), National Film Board of Canada, Paramount Pictures, Sony Pictures Home Entertainment, Starz Digital Media, Universal Pictures, and The Walt Disney Studios. TV shows will be available from major cable networks and studios including 20<sup>th</sup> Century Fox, HBO®, Marvel, MTV Networks, NBC Universal, NHL, Sony Pictures Home Entertainment, and Starz Digital Media.

## *PlayStation Network Video Delivery Service Expands into Canada*

Notable movie titles available at launch include “Alice in Wonderland,” “The Crazies,” “Earth Keepers,” “From Paris with Love,” “Hot Tub Time Machine,” “Legion,” “Percy Jackson & The Olympians: The Lightning Thief,” “Shutter Island,” “The Twilight Saga: New Moon,” and “The Wolfman.” Noteworthy TV titles available at launch include “Astonishing X-Men,” “Breaking Bad” season three, “Jersey Shore” season one, Stanley Cup games, and “True Blood<sup>sm</sup>” seasons one and two. Additional content will be added on a weekly basis.

“The launch of PlayStation Network video delivery service in Canada reinforces our mission to have the PS3 system be the most content-rich entertainment platform in the living room. It’s also important that we provide our French and English-speaking customers with an easy way to access and enjoy their favorite new release movies or TV shows, whether at home or on the go,” said Stephen Turvey, General Manager for Sony Computer Entertainment Canada.

“Expanding into the Canadian market is a big win, marking continued momentum with our international expansion efforts. Our extensive industry relationships, coupled with technological leadership, serve to highlight our position as a top digital provider,” added Michael Aragon, General Manager, Global Digital Video Distribution and Operations for Sony Network Entertainment.

The video delivery service is fully integrated within PlayStation Network, using existing PlayStation Network log-in information and wallet system details. Customers can search for movies and TV shows by name, or can browse categories such as “New releases” and “Movies.” The PS3 system’s progressive downloading allows viewers to start watching a selection shortly after the download begins. They can also access certain games or other content on the PS3 system while the download is taking place. To find out more, visit: <http://www.playstation.ca/psn/playstation-store/vds/>

**Special Promotion\***

To celebrate the debut of PlayStation Network video delivery service in Canada, customers who visit the store today through July 14 will receive a complimentary download of “Charlie’s Angels.”

**About Sony Computer Entertainment America LLC**

Sony Computer Entertainment America LLC continues to redefine the entertainment lifestyle with its PlayStation® and PS one® systems, the PlayStation®2 system, the PSP® (PlayStation®Portable) system, the ground-breaking PlayStation®3 (PS3™) 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, California, Sony Computer Entertainment America LLC serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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\*Special Promotion has no cash value; offer valid only in Canada; only one movie download per household.