



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®MOVE MOTION CONTROLLER BUNDLE PACKS
FEATURING “BIO HAZARD 5 ALTERNATIVE EDITION”
AND “BIG 3 GUN SHOOTING”**

*Additional Bundle Packs to Accompany the Launch of the Motion Controller,
Further Enhancing the PlayStation®Move Launch Line-ups*

Tokyo, July 6, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will release two PlayStation®Move bundle packs, “PlayStation Move *Bio Hazard 5 Alternative Edition* Special Pack” and “PlayStation Move *BIG 3 GUN SHOOTING* Perfect Pack,” to accompany the launch of the motion controller on October 21, as a limited offer at a recommended retail price of 7,980 yen and 11,980 yen (including tax) respectively. Along with the “PlayStation Move Starter Pack”^{*1} that will also become available on the same day, SCE will offer users with more choices and opportunities to enjoy the PlayStation Move and further accelerate the expansion of the PlayStation®3 (PS3®) platform.

“PlayStation Move *Bio Hazard 5 Alternative Edition* Special Pack” comprises a PlayStation®Move motion controller, PlayStation®Eye camera and PlayStation Move supported software title, *Bio Hazard 5 Alternative Edition* by CAPCOM Co., Ltd. Since its release in February 2010, *Bio Hazard 5 Alternative Edition* continues to show record breaking sales and this new bundle pack will offer users more intuitive and immersive gameplay that only PlayStation Move can deliver.

“PlayStation Move *BIG 3 GUN SHOOTING* Perfect Pack” features a PlayStation Move motion controller, PlayStation Eye camera, PlayStation Move supported software title, *BIG 3 GUN SHOOTING* by Bandai Namco Games Inc., as well as PlayStation®Move shooting attachment that will allow players to comfortably hold the motion controller as if they are holding a gun. Delivering exciting and realistic shooting action, *BIG 3 GUN SHOOTING*

includes three key franchise titles from Bandai Namco; *Time Crisis Razing Storm*, *Dead Storm Pirates* and *Time Crisis 4 Arcade Ver.*

SCE Worldwide Studios will also continue to add new titles to the PlayStation Move software line-ups, including newly announced action game, *Furifuri! Saru Gecchu*, to be released in 2010. Furthermore, as a limited time offer starting October 21, users who purchase PlayStation Move motion controller*² will receive *PlayStation Move Omnibus Demo Disk* (tentative name) that contains a demo version of various PlayStation Move supported and dedicated titles.

Through the introduction of these new PlayStation Move bundle packs, SCE will continue to further expand the PS3 platform and create a new world of computer entertainment that is only possible on PlayStation.

*1 “PlayStation Move Starter Pack” comprises a motion controller, PlayStation Eye camera and PlayStation Move software title, *Beat Sketch!*, for a limited offer at a very attractive RRP of 5,980 yen (including tax).

*2 *PlayStation Move Omnibus Demo Disk* (tentative name) will be offered to those users who buy one of the following product at select retail store: “PlayStation Move motion controller (CECH-ZCM1J),” “PlayStation Move Starter Pack (CEJH-15008),” “PlayStation®Move *Bio Hazard 5 Alternative Edition* Special Pack (CEJH-15010),” or “PlayStation®Move *BIG 3 GUN SHOOTING* Perfect Pack (CEJH-15010).”

Product Outline

“PlayStation®Move *Bio Hazard 5 Alternative Edition* Special Pack”

Product name	PlayStation®Move <i>Bio Hazard 5 Alternative Edition</i> Special Pack
Product code	CEJH-15010
Release date	October 21, 2010
Recommended retail price	7,980 yen (including tax)
Included	PlayStation®Move motion controller × 1 PlayStation®Eye × 1 PlayStation®Move supported software title <i>Bio Hazard 5 Alternative Edition</i> × 1

About *Bio Hazard 5 Alternative Edition* software title

Product name	<i>Bio Hazard 5 Alternative Edition</i>
Genre	Survival Horror
Release date	Available in store
Recommended retail price	4,990 yen (including tax)
CERO rating	D (ages 17 and up)
Developed by	CAPCOM Co., Ltd.
Copyright	©CAPCOM CO., LTD. 2009, 2010 ALL RIGHTS RESERVED.
Official website	http://www.capcom.co.jp/bio5/ae/

Users will need to update the software title to play the game with PlayStation Move motion controller.

3-3-3-3 PlayStation®Move Motion Controller to Hit Worldwide Market Starting This September

- Those users with online environment: Online update will be provided in mid September, which will update the software title to be compatible with PlayStation Move motion controller.
- Those users without online environment: “Bio Hazard 5 Alternative Edition Move Support Updater” will be included in the *PlayStation Move Omnibus Demo Disk* (tentative name), and users can update the software by installing this patch. Software title included in the “PlayStation®Move *Bio Hazard 5 Alternative Edition Special Pack*” will be PlayStation Move ready and no update is needed.

“PlayStation®Move *BIG 3 GUN SHOOTING Perfect Pack*”

Product name	PlayStation®Move <i>BIG 3 GUN SHOOTING Perfect Pack</i>
Product code	CEJH-15009
Release date	October 21, 2010
Recommended retail price	11,980 yen (including tax)
Included	PlayStation®Move motion controller × 1 PlayStation®Eye × 1 PlayStation®Move shooting attachment × 1 PlayStation®Move supported software title <i>BIG 3 GUN SHOOTING</i> × 1

About *BIG 3 GUN SHOOTING* software title

Product name	<i>BIG 3 GUN SHOOTING</i>
Genre	Gun game value pack
Release date	October 21, 2010
Recommended retail price	6,279 yen (including tax)
CERO rating	To be rated
Developed by	Bandai Namco Games Inc.
Copyright	©2010 NBGI
Official website	http://big3gun.namco-ch.net/

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 LLC., 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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