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PLAYSTATION®3 SYSTEM THE FIRST AND ONLY CONSOLE TO OFFER

HULU PLUS™ IN 2010

Hulu Plus™ preview available today on PlayStation 3 to select PlayStation®Plus members; Release of Hulu Plus available to all PlayStation 3 owners in the United States in the coming months

FOSTER CITY, Calif., July 14, 2010 – Sony Computer Entertainment America LLC (SCEA) and Hulu™, an online video service offering an expanded selection of television shows and movies, announced that the Hulu Plus™ preview will begin today on the PlayStation®3 (PS3™) computer entertainment system in the United States with the consumer release of Hulu Plus available to all PS3 owners set to occur in the coming months. PS3 is the first and only console with dedicated gaming functionality that will offer Hulu Plus in 2010. Hulu Plus will deliver a library of high-definition (HD) content including full seasons of popular TV shows and blockbuster movies from nearly 150 leading content companies. Content on Hulu Plus is complementary to the more than 23,000 movies and TV episodes already available on the PlayStation®Store.

“We are delighted to offer the Hulu Plus preview starting today on PlayStation 3 and that PlayStation 3 will be the only console to offer Hulu Plus in 2010,” said Jack Tretton, president and chief executive officer, Sony Computer Entertainment America LLC. “The combination of Hulu’s premium video library and PlayStation®Network’s expanding game and video catalogue further cements PlayStation 3 as the industry’s best entertainment device for all of your content experiences from games, TV shows and movies to live sports, original content and 3D.”

Starting today, a select group of PlayStation®Plus subscribers will gain access to a preview version of Hulu Plus for an additional \$9.99 per month. All PlayStation Plus subscribers may download the free Hulu Plus application and, within it, request an invitation to the exclusive preview.

General availability of Hulu Plus in the United States is expected in the coming months on the PS3 computer entertainment system and additional Sony Electronics Internet-connected entertainment devices, including select BRAVIA® TVs and Blu-ray™ Disc players.

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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