



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN UNVEILS ITS  
STRONG HARDWARE AND SOFTWARE LINE-UPS FOR THE  
COMING HOLIDAY SEASON AT TOKYO GAME SHOW 2010**

*PlayStation®3 (PS3®) and PSP® (PlayStation®Portable) Models Announced at TGS 2010 include  
Classic White PS3 System with 320 GB Hard Disk Drive, Two- Color PSP-3000 Systems  
“Black/Red” and “White/Blue,” and a Special PSP-3000 System Designed for the  
Monster Hunter Portable 3<sup>rd</sup> Software Title*

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**Tokyo, September 16, 2010** - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today at Tokyo Game Show 2010, its PlayStation®3(PS3®) and PSP® (PlayStation®Portable) hardware line-ups along with the breadth of software titles from the third party developers and publishers as well as from SCE Worldwide Studios. SCE will continue to deliver users with broader entertainment options for every member of the family, at home with PS3 or on the go with PSP, further driving the momentum going into the holiday season.

● **PlayStation®3**

SCEJ announced today the introduction of Classic White PS3 system with 320 GB Hard Disk Drive (HDD) available from October 21, 2010, at a recommended retail price (RRP) of 34,980 yen (including tax). Additionally, DUALSHOCK®3 Wireless Controller in Candy Pink color will become available from November 18, 2010, at a RRP of 5,500yen (including tax), offering users with a wider selection of hardware and peripherals to match their lifestyles and preferences. SCEJ also unveiled its aggressive software title line-ups from SCE Worldwide Studios as well as from third party developers and publishers, including 16 new titles\*<sup>1</sup> for PlayStation®Move motion controller. Along with these exciting hardware and software offerings, SCE will further enrich the entertainment option for the PS3 system by vigorously enhancing the network content and services, including the system

software update that will enable PS3 to support additional services. Scheduled for release on September 21, 2010, system software update 3.50 will include the highly anticipated Blu-ray 3D disc playback support and more<sup>\*2</sup>.

● **PSP® (PlayStation®Portable)**

To further enrich the holiday season options, SCEJ will introduce two new PSP® (PlayStation®Portable) (PSP-3000) Value Packs featuring two- color PSP systems, “Black/Red” and “White/Blue” on November 18, 2010, at a RRP of 17,800 yen (including tax). The “PSP Value Pack,” available for a limited offer, will consist of a PSP system, either in “Black/Red” or “White/Blue” colors, 2GB MemoryStick Pro DUO™ (Mark2), a special pouch in the same colors as the PSP system and a cleaning cloth. Furthermore, the Blossom Pink PSP-3000, which was available for a limited offer this March, will become available once again as the standard PSP hardware line-up starting November 18, 2010. Blossom Pink “PSP pouch” will also become available concurrently at a RRP of 1,800 yen (including tax).

To commemorate the launch of *Monster Hunter Portable 3<sup>rd</sup>* (CAPCOM CO., Ltd.), the long awaited sequel for the Monster Hunter Portable series, SCEJ will introduce special PSP-3000 system, “Monster Hunter Portable 3<sup>rd</sup> Hunters Model,” supervised by the creators of the Monster Hunter series;

- Body color in mat black. Center ring on the back of the system and the frame ornaments on the side of the system in gold color.
- Special design printed on both front and back of the system.
- Equipped with 2200mAh battery pack for long hour play. Form factor of the back of the system has been finely adjusted so that it will fit comfortably in one’s hands even when installed with large capacity 2200mAh battery pack.
- The front speaker of the PSP system is in the shape of the Felynx footprint. Shape of the analog stick is also redesigned for more comfortable hunting.
- *Monster Hunter Portable 3<sup>rd</sup>* custom theme preinstalled.

The “Monster Hunter Portable 3<sup>rd</sup> Hunters Model” will become available day and date with the launch of the software title on December 1, 2010, at a RRP of 19,800 (including tax). Additionally, “Battery Pack (2200mAh) –Monster Hunter Portable Original Design Battery

Cover-” which consist of a Battery Pack (2200mAh) and a battery cover with special design featuring the guild symbol from Monster Hunter Portable series<sup>\*3</sup>, will also become available on the same day at a RRP 5,800 yen (including tax). Both the special PSP system and the battery pack will be for a limited offer.

SCEJ will continue to further expand the PlayStation® platform and create a new world of computer entertainment with an enhanced line-up of PlayStation hardware, along with upcoming exciting new titles from first party and third party developers and publishers.

\*1 Please refer to the SCEJ press release in Japanese for more details about the software titles.

\*2 For more details about the update, please check the official PlayStation.com site.

\*3 The design is different from that of “Monster Hunter Portable 3<sup>rd</sup> Hunters Model” PSP.

## **Product Information**

### **PlayStation®3 (320 GB HDD, Classic White)**

|                          |   |
|--------------------------|---|
| Product name             | PlayStation®3   |
| Product code             | CECH-2500B LW (320GB HDD, Classic White)  |
| Release date             | Thursday, October 21, 2010  |
| Recommended retail price | 34,980 yen (including tax)  |
| Included                 | PlayStation®3 system (320GB HDD) × 1<br>DUALSHOCK®3 Wireless Controller × 1<br>AC power cord × 1<br>AV cable × 1<br>USB cable × 1 |

\* This system does not support playback of PlayStation®2 games.

### **DUALSHOCK®3 Wireless Controller “Candy Pink” (CECH-ZC2J CP)**

|                          |                                 |
|--------------------------|---------------------------------|
| Product name             | DUALSHOCK®3 Wireless Controller |
| Product code             | CECH-ZC2J CP                    |
| Release date             | Thursday, November 18, 2010     |
| Recommended Retail Price | 5,500 yen (including tax)       |

#### 4-4-4-4 SCEJ Unveils Its Strong Hardware and Software Line-ups for the Holiday Season at TGS 2010

##### **PSP® (PlayStation®Portable) Value Pack**

|                             |  |
|-----------------------------|--|
| Product name                | PSP® (PlayStation®Portable) (PSP-3000) Value Pack  |
| Product color/ Product code | Black/Red (PSPJ-30017)<br>White/Blue (PSPJ-30018)  |
| Release date                | Thursday, November 18, 2010  |
| Recommended retail price    | 17,800 yen (including tax)   |
| Included                    | <ul style="list-style-type: none"> <li>• PSP® (PlayStation®Portable) × 1</li> <li>• MemoryStick PRO Duo™ (Mark2) 2GB × 1</li> <li>• Pouch × 1</li> <li>• Cleaning cloth × 1</li> <li>• AC adaptor × 1</li> <li>• Battery Pack (1200mAh) × 1</li> </ul> |

##### **PSP® (PlayStation®Portable) “Blossom Pink”**

|                             |   |
|-----------------------------|---|
| Product name                | PSP® (PlayStation®Portable) (PSP-3000)  |
| Product color/ Product code | Blossom Pink (PSP-3000 ZP)  |
| Release date                | Thursday, November 18, 2010   |
| Recommended retail price    | 16,800 yen (including tax)  |
| Included                    | <ul style="list-style-type: none"> <li>• PSP® (PlayStation®Portable) × 1</li> <li>• AC adaptor × 1</li> <li>• Battery Pack (1200mAh) × 1</li> </ul> |

##### **PSP® (PlayStation®Portable) Pouch**

|                             |   |
|-----------------------------|---|
| Product name                | PSP® (PlayStation®Portable) Pouch                             |
| Product color/ Product code | Blossom Pink (SCZM-92090)                                     |
| Release date                | Thursday, November 18, 2010                                   |
| Recommended retail price    | 1,800 yen (including tax)                                     |
| External dimension          | Approx. H123×W205×D33 (mm)<br>(Compatible with PSP-1000/2000) |
| Materials                   | External material: Nylon / Internal Material: Polyester       |

**PSP® (PlayStation®Portable) Monster Hunter Portable 3<sup>rd</sup> Hunters Model**

|                          |  |
|--------------------------|--|
| Product name             | PSP® (PlayStation®Portable) (PSP-3000) Monster Hunter Portable 3 <sup>rd</sup> Hunters Model   |
| Product code             | PSP-3000 MHB   |
| Release date             | Wednesday, December 1, 2010  |
| Recommended retail price | 19,800 yen (including tax)   |
| Included                 | <ul style="list-style-type: none"><li>• PSP® (PlayStation®Portable) × 1</li><li>• * Special model supervised by the Monster Hunter creators team</li><li>• AC adaptor × 1</li><li>• Battery Pack (2200mAh) × 1</li></ul> |

\* This product is a special model. Users will not be able to use the separately sold Battery Pack (1200mAh) (PSP-S110) or the Cradle (PSP-S410) on this system.

\* Monster Hunter Portable 3<sup>rd</sup> Software is separately sold.

**Battery Pack -Monster Hunter Portable Original Design Battery Cover-**

|                          |  |
|--------------------------|--|
| Product name             | Battery Pack (2200mAh) -Monster Hunter Portable Original Design Battery Cover-   |
| Product code             | PSPJ-15029   |
| Release date             | Wednesday, December 1, 2010  |
| Recommended retail price | 5,800 yen (including tax)  |
| Included                 | <ul style="list-style-type: none"><li>• Battery Pack (2200mAh) × 1</li><li>• Battery Cover × 1</li><li>• * Piano Black Battery cover with special design printed on.</li></ul> |

\* The battery cover of this product is compatible with PSP-2000/3000.

**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 new 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 Inc., 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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