



NOT FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®MOVE VALUE PACKS FEATURING
“SPORTS CHAMPIONS” STARTING DECEMBER 16, 2010**

“PlayStation®Move Sports Champions Value Pack” and “PlayStation®3 with PlayStation Move Sports Champions Value Pack” available for a limited offer at a RRP of 7,980 yen and 36,980 yen (including tax) respectively

Tokyo, Nov 16, 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 “PlayStation®Move Sports Champions Value Pack” comprising a PlayStation®Move motion controller, PlayStation®Eye camera and PlayStation Move software title, *Sports Champions*, for a limited offer on December 16, 2010, in Japan at an attractive recommended retail price (RRP) of 7,980 yen (including tax). SCEJ will also introduce “PlayStation®3 (PS3®) with PlayStation®Move Sports Champions Value Pack” including the PS3 computer entertainment system with 160GB hard disk drive (HDD) (body color: “Charcoal Black”), a motion controller, PlayStation Eye and *Sports Champions* that will also become available on the same day at a RRP of 36,980 yen (including tax).

PlayStation Move, available in store since its release on October 21, 2010, offer users with more realistic gaming experience through its new motion controller, combined together with the PlayStation Eye camera, and can detect precise movement such as players’ wrist angle and absolute position in 3D space.

With “*Sports Champions*” software title, users can enjoy 6 types of exciting sporting activities including table tennis, disk golf, archery, beach volleyball, gladiator duel and bocce. The highly sensitive motion sensors equipped in the motion controller will not only detect simple swinging movement but also sports professional-like wrist twisting, fast and subtle moves and any type of users from casual to core can easily immerse into the game using the PlayStation Move motion controller.

Through the introduction of these new “PlayStation Move Value packs” in addition to the “PlayStation Move Starter Pack” *1 already available in store, SCEJ will further continue to expand the PlayStation Move and create a new world of computer entertainment that is only possible on PS3.

*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).

Product Outline

“PlayStation®Move Sports Champions Value Pack”

Product name	PlayStation®Move Sports Champions Value Pack
Product code	CEJH-15011
Release date	December 16, 2010
Recommended retail price	7,980 yen (including tax)
Included	PlayStation®Move motion controller × 1 PlayStation®Eye × 1 PlayStation®Move supported software title <i>Sports Champions</i> × 1

“PlayStation®3 with PlayStation®Move Sports Champions Value Pack”

Product name	PlayStation®3 with PlayStation®Move Sports Champions Value Pack
Product code	CEJH-10015
Release date	December 16, 2010
Recommended retail price	36,980 yen (including tax)
Included	PlayStation®Move motion controller × 1 PlayStation®Eye × 1 PlayStation®Move supported software title <i>Sports Champions</i> × 1 PlayStation®3 (color: Charcoal Black) * × 1, hard disk drive capacity 160GB DUALSHOCK®3 Wireless Controller × 1 Power cord × 1 AV cable × 1 USB cable × 1

*Note: This product is not compatible with PlayStation®2 games.

About Sports Champions software title

Product name	<i>Sports Champions</i>
Genre	Sport
Product code	BCJS 30053
Release date	Available in store
Recommended retail price	3,980 yen (including tax)
CERO rating	B (ages 12 and up)
Published by	Sony Computer Entertainment Inc.
Copyright	©2010 Sony Computer Entertainment America LLC.
Official website	http://pscom.jp/move/sportschampions

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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