



**FOR IMMEDIATE RELEASE**

## **PLAYSTATION®3 AND DUALSHOCK®3 WIRELESS CONTROLLER COME IN A NEW SATIN SILVER COLOR ON MARCH 6<sup>th</sup>, 2008**

**Tokyo, February 5, 2008** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, today announced that it would release PLAYSTATION®3 (PS3®) 40GB model in a new “Satin Silver” color in Japan on March 6<sup>th</sup>, 2008, at a recommended retail price of 39,980 yen (including tax). “Satin Silver” will also become available for DUALSHOCK®3 Wireless Controller at a recommended retail price of 5,500 yen (including tax).

A new fine metallic “Satin Silver” is offered as an additional color to the existing PS3® (CECHH00 Series) line-up of “Clear Black” and “Ceramic White”. Choosing from a broader selection of colors to match their lifestyle and preferences, users will be able to enjoy next generation interactive entertainment contents on Blu-ray Disc as well as via the broadband network at home.

Users will also be able to enjoy immersive game play experience on upcoming PS3 titles compatible with separately sold DUALSHOCK 3 Wireless Controller, including “Ryu ga Gotoku KENZAN!” (SEGA CORPORATION) and “echochrome” ※1 (SCE WWS).

SCEJ will continue to further expand the PS3 platform with enhanced line-up of PS3 systems and peripheral products.

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2-2-2-2 PS3 and DUALSHOCK 3 Wireless Controller Come in a New Satin Silver Color on March 6<sup>th</sup>, 2008

**PS3 (CECHH00SS) Product Overview**

Product Name	PLAYSTATION®3
Product code / Color name	CECHH00SS / Satin Silver
Launch date	March 6 <sup>th</sup> , 2008
Recommended Retail Price	39,800 JP Yen (Including tax)
Included	PLAYSTATION®3 (CECHH00SS) x 1 SIXAXIS™ Wireless Controller x 1 AC power cord x 1 AV cable (integrated audio/video) x 1 USB cable x 1

※This product is not compatible with PlayStation®2 titles.

**DUALSHOCK 3 Wireless Controller Product Overview (Sold separately)**

Product Name	DUALSHOCK 3 Wireless Controller
Product code / Color Name	CECHZC2JSS / Satin Silver
Launch date	March 6 <sup>th</sup> , 2008
Recommended Retail Price	5,500 JP Yen (Including tax)

**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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※1 The title name is to be confirmed.

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