



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE TWO
PSP® (PLAYSTATION®PORTABLE) PACKS
IN NEW METALLIC BLUE COLOR AS A LIMITED OFFER**

Tokyo, June 3, 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 two PSP® (PlayStation®Portable) packs in “Metallic Blue” color, “PSP® (PlayStation®Portable) Metallic Blue Value Pack” and “PSP® (PlayStation®Portable) Metallic Blue 1 Seg Pack,” featuring a new color for the summer season. Beginning Thursday July 17th, 2008, “PSP Metallic Blue Value Pack” and “PSP Metallic Blue 1 Seg Pack” will be released as a limited offer at recommended retail prices of 23,800 yen (including tax) and 29,800 yen (including tax) respectively.

“PSP Metallic Blue Value Pack” comprises a new “Metallic Blue” PSP, pouch, hand strap, cloth, a 32MB Memory Stick™ Duo, as well as a “D Terminal AV Cable (*1)” which allows users to enjoy high quality entertainment content on TVs in homes. “PSP Metallic Blue Value Pack” will be a great starter pack for those who wish to begin their PSP experience for the first time.

“PSP Metallic Blue 1 Seg Pack” bundles a “Metallic Blue” PSP with a widely popular “1 Seg” tuner, a pouch in the same blue color that can store the PSP system with the tuner attached, a stand to place the PSP system for TV viewing, strap, cloth, and a 1GB Memory Stick™ PRO Duo. This product is ideal for those who wish to enjoy not only games but also a variety of other PSP entertainment including “1 Seg” viewing.

For the upcoming summer season, a host of new and exciting software titles are scheduled to be released for PSP, including third party titles such as *GUNDAM BATTLE*

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UNIVERSE and *SUPER ROBOT TAISEN A PORTABLE* by NAMCO BANDAI Games Inc., *The Legend of Heroes: SORA NO KISEKI* by Nihon Falcom Corporation, and *PHANTASY STAR PORTABLE* by SEGA CORPORATION. (*2)

With these new offerings, together with the lineup of forthcoming new game titles, SCEJ will continue to expand the market and create a new world of handheld computer entertainment with PSP.

(*1) Progressive TV with D terminal AV input (D2-D5) is necessary to output images from PSP.

(*2) The titles are in alphabetical order according to company names.

Product Overview

PSP® (PlayStation®Portable) Metallic Blue Value Pack

Product name	PSP® (PlayStation®Portable) "Metallic Blue" Value Pack
Product code	PSPJ-20003
Release date	July 17, 2008
Recommended retail price	23,800 JP Yen (including tax)
Included	PSP-2000 MB "Metallic Blue" x 1 AC adaptor x 1 Battery pack x 1 Pouch x 1 Hand strap x 1 Cloth x 1 Memory Stick™ Duo (32MB) x 1 D Terminal AV cable (PSP-S170) x 1

PSP® (PlayStation®Portable) Metallic Blue 1 Seg Pack

Product name	PSP® (PlayStation®Portable) "Metallic Blue" 1 Seg Pack
Product code	PSPJ-20004
Release date	July 17, 2008
Recommended retail price	29,800 JP Yen (including tax)
Included	PSP-2000 MB "Metallic Blue" x 1 AC adaptor x 1 Battery pack x 1 "1 Seg" tuner x 1 Pouch x 1 Hand strap x 1 Cloth x 1 Stand x 1 Memory Stick™ PRO Duo (1GB) x 1

(*3) Please use genuine PSP® battery pack for safety reason.

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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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