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**SONY COMPUTER ENTERTAINMENT JAPAN ANNOUNCES
OPEN BETA SERVICE FOR PLAYSTATION®HOME**

Twenty-Four Third Party Developers and Publishers Join PlayStation®Home in Japan

Tokyo, October 9, 2008 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that it will start PlayStation®Home Open Beta Service within this calendar year. PlayStation Home is a 3D on-line user community service for PLAYSTATION®3 (PS3®).

Through the closed beta test conducted since late August this year, the company has offered users to test different areas in PlayStation Home, to enjoy communication, and to try games and events such as *Namco Museum BETA* from Namco Bandai Games Inc., *echochrome* and *Destroy All Heros www* from SCE. While the company continues to update and elaborate features and service based on various feedback obtained through the closed beta test, it will start the final stage of a large-scale closed beta test between late October and early November, to prepare for the Open Beta Service*¹.

In addition to the already available game titles, PlayStation Home will offer new and exciting experience in collaboration with titles from first party and third party developers and publishers, such as *BIOHAZARD® 5* and *STREET FIGHTER® IV* from Capcom Co. Ltd., and *SIREN: Blood Curse*, *Hot Shot Golf 5*, *TrashBOX*, *Mainichi Issho*, *dress*, and *Derby Time Online* from SCE. Additionally, users' gaming experience will be further enhanced by communicating with other players in game lounges and experiencing "Home Rewards" system, where users will be able to obtain special items usable within PlayStation Home, depending on the level of their game play.

In Japan, 24 third party developers and publishers* have decided to join the Japanese version of PlayStation Home. Further details will be announced on PlayStation Home Official Site (<http://www.jp.playstation.com/ps3/home/>) as they become available.

Taking the opportunity of showcasing PlayStation Home at Tokyo Game Show 2008 starting on October 9, the actual SCEJ booth in real-life will be replicated within the currently

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running closed beta. In this virtually replicated booth, users will be able to watch promotion videos of various game titles and obtain exclusive items only available in this virtual area.

Through PlayStation®Network, PlayStation Home will offer a new and fun “playground” to all PS3 users.

*1 The announcement for Open Beta Service will be made through PlayStation Home Official Site.

<http://www.jp.playstation.com/ps3/home/>

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Third Party Partners Joining PlayStation®Home for Japan (as of Oct. 9, 2008)

Company Name (in alphabetical order)
ACQUIRE Corp.
ACTIVISION Ltd.
AQ INTERACTIVE INC.
ATLUS CO.,LTD.
Capcom Co., Ltd.
D3 PUBLISHER Inc.
ELECTRONIC ARTS K.K.
GAME REPUBLIC INC.
Genki Co.,Ltd.
GungHo Online Entertainment, Inc.
HUDSON SOFT CO.,LTD.
IREM SOFTWARE ENGINEERING INC.
KOEI Co.,Ltd.
Konami Digital Entertainment Co., Ltd.
NAMCO BANDAI Games Inc.
NIPPON ICHI SOFTWARE INC.
PAON CORPORATION
Q Entertainment Inc.
SEGA CORPORATION
SNK PLAYMORE CORPORATION
Spike Co.,Ltd.
TECMO,LTD.
UBI SOFT KK
Walt Disney Company (Japan) Ltd.

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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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