



## **First 500,000 PS3 Registrants on PLAYSTATION®Network to be Rewarded with *Casino Royale* on Blu-ray**

**London, 12<sup>th</sup> February 2007** – Sony Computer Entertainment Europe (SCEE) announced today that, in addition to the extensive line-up of games, the first 500,000 purchasers of PLAYSTATION®3 who registered on the PLAYSTATION®Network would receive a Blu-ray disc movie of *Casino Royale*, starring James Bond newcomer Daniel Craig.

*Casino Royale*, which has already grossed more than \$560 million at the box office worldwide, and has established itself as the most successful Bond film of all time will debut on a 50GB dual-layer Blu-ray disc encoded in MPEG-4 AVC. With a ground breaking collection of added-value features in 1080P High Definition visual quality, and with uncompressed audio features for the best possible audio experience, *Casino Royale* not only demonstrates the exceptional visual quality of Full 1080P High Definition movies on Blu-ray disc, but is the perfect vehicle to highlight the broader entertainment credentials of the PLAYSTATION 3 system.

Explaining the offer, Darren Carter, VP Brand and Consumer Marketing said, “The PLAYSTATION®Network unlocks the broad range of interactive entertainment features of PLAYSTATION 3. It’s easy to set up, offers free online gaming, has great tools for staying in touch with friends and family, and includes a wide variety of content for download through the PLAYSTATION®Store.”

...../more

“All this, and more, will enable users to experience a whole new world of interactive entertainment, and that is why we are offering the phenomenal incentive of *Casino Royale*, on Blu-ray disc, to PS3 owners who register on the PLAYSTATION®Network. *Casino Royale* not only makes the most of the features and capabilities of the Blu-ray format, but is one of the most exciting and entertaining movies to debut on Blu-ray this year.”

- ends -

#### **About Sony Computer Entertainment Europe Ltd.**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Between its European debut on 24th November 2000 and the end of December 2006, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 115 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of December 2006, over 8 million PSP systems have been shipped across the SCEE territories, with over 24 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at [www.playstation.com](http://www.playstation.com) and [www.yourpsp.com](http://www.yourpsp.com) or visit the Virtual Press Office at [www.scee.presscentre.com](http://www.scee.presscentre.com).

PlayStation, PLAYSTATION and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

