



**TRAVEL HAS NEVER BEEN EASIER OR MORE FUN THAN WITH
PSP™ (PLAYSTATION®PORTABLE)'S NEW GO!EXPLORE**

Satellite Navigation for In-Car or Pedestrian travel

Partnered with market leading companies to produce leading edge product

Unique ability to explore cities in 3D

Leipzig, 22 August 2007. At its Press Conference at Games Convention today, Sony Computer Entertainment Europe (SCEE) unveiled Go!Explore, the new Satellite Navigation package for PSP™ (PlayStation®Portable), due for release in the New Year.

Collaborating with market leaders TeleAtlas and NavNGo and utilising the very latest in map data and navigation software, Go!Explore is a state of the art, combined In-car^(*) and Pedestrian GPS navigation application for PSP. Incorporating a GPS receiver and the software UMD™ (Universal Media Disc) software containing your chosen maps, Go!Explore will offer a top quality Satellite Navigation system at an affordable price.

“Bringing GPS navigation to PSP is simply fantastic and shows again the unrivalled potential of PSP,” said Stephane Hareau, PSP European Marketing Manager, Sony Computer Entertainment Europe. “Developed in collaboration with key companies TeleAtlas and NavNGo, the market leaders in the map data and Navigation software industry, Go!Explore offers the best and most innovative In-Car and Pedestrian GPS navigation experience. With the ability to use 3D city maps and even 3D landmarks in certain key cities, GPS on PSP is a totally unique experience.”

Go!Explore supports 11 unique audio languages on every geographic version; English, German, French, Dutch, Spanish, Portuguese, Italian, Danish, Swedish, Norwegian, Finnish. Keeping up with the flexibility and future proof nature of PSP, Go!Explore has access to upgradeable Maps & Points of Interest (POI) that can be purchased via the PLAYSTATION®Network, and to additional maps, POI, downloads and other exciting WiFi features that will be made available in the future.

- Main Product Features:
 - **Multiple Languages** 11 languages
 - **Find & Go** Easy Search & Smart Keyboard
 - **Smart Zoom** Automatic Zooming & Tilting
 - **Explore Map** Search & Explore the map
 - **Points Of Interest** 100 categories, with thousands of locations
 - **My Data** Favourites, Home, History
 - **Route Settings** Fastest/Shortest; Day/Night Mode;
 - **Improved Graphics** 3D city maps & 3D landmarks;
 - **Customizable settings** Customizable Route Settings & Visuals
 - **Itinerary Mode** Turn-by-turn overview

- 7 geographic versions confirmed (with country maps, hundreds of 3D landmarks and thousands of POIs available) :
 - UK/Ireland; Iberia; France; Germany/Austria/Switzerland; Italy; Benelux;
 - Scandinavia

(*)Do not operate this navigation system if doing so will divert your attention in any way from the safe operation of your vehicle.

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Notes to Editors:

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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.

Since the launch of PLAYSTATION 3 in Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 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 March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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About Tele Atlas

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). The information is the foundation for a wide range of personal and in-car navigation systems and mobile and Internet map applications that help users find the people, places, products, and services they need, wherever they are. The company also works with business partners who trust its digital map data to deliver critical applications for emergency, business, fleet, and infrastructure services. Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The company was founded in 1984 and today has approximately 2,400 full-time staff and contract cartographers at offices in 24 countries and uses a sophisticated network of professional drivers, mobile mapping vans, and more than 50,000 data resources to deliver highly accurate and up-to-date digital maps. Tele Atlas is listed on the Frankfurt Stock Exchange (TA6) and on Euronext Amsterdam (TA). For more information, visit www.teleatlas.com.

About Nav N Go

Nav N Go develops innovative software for connected devices offering the latest solutions for navigation, location based services and content provided for a variety of platforms. Since the company was incorporated it extended its product portfolio launching navigation software for more than 64 countries and is aiming for global coverage. Today Nav N Go is serving over 50 global consumer electronic companies worldwide and is continuously creating new features and solutions far beyond navigation. Nowadays Nav N Go has three divisions that develop software applications in the following fields:

- Navigation Solutions
- Content Solutions, focusing on expanding the offered Location Based Services
- Platform Solutions, enabling fast porting to new platforms and adoption of new technologies

For more information please visit www.navngo.com.