



## **PLAYSTATION®STORE NOW AVAILABLE THROUGH PC TO DELIVER PLAYSTATION®NETWORK CONTENT SERVICE TO PSP® (PLAYSTATION®PORTABLE) USERS**

---

**Tokyo, September 20, 2007** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced the opening of PLAYSTATION®Store via PC for PSP® (PlayStation®Portable) users beginning today, Thursday, September 21<sup>st</sup>, 2007 for the Japanese market. This new service allows PSP users to download PLAYSTATION®Network content via PC.

This new content sales and delivery service allows PSP users to easily download and enjoy a wide variety of exciting PLAYSTATION Network content via PC, including downloadable games, free game demos, “Game Archives” titles offering classic PlayStation® titles for PSP, as well as add-on game items, promotion videos and content for “Theme Setting”, allowing customization of home menu color, background, icons of XMB™ (XrossMediaBar).

PLAYSTATION Store on PC is available on PlayStation.com(Japan) (<http://www.jp.playstation.com/>). PSP users are requested to have their own PLAYSTATION Network account to enjoy the service, which can be easily obtained by registering via the PC website or may use the same PLAYSTATION Network account information used for PS3. Users will then be able to download their favorite content to PSP’s Memory Stick™ Duo, by connecting the PSP system to the PC via USB cable.

SCEJ will vigorously promote the expansion of the world of PlayStation by introducing new products and services that will open up new possibilities and enjoyment.

## **PLAYSTATION®Store Content to Start Service on Sept. 20th**

PSP® (PlayStation®Portable) free game demos:	16 titles
PSP® (PlayStation®Portable) title promotion videos:	3 titles
PSP® (PlayStation®Portable) custom title theme:	1 title theme
PSP® (PlayStation®Portable) “Game Archive” titles:	105 titles (and 1 free demo)

(\*1) To enjoy PLAYSTATION Store on PC, users need:

- a) PLAYSTATION Network account
- b) to install application downloadable through PLAYSTATION Store on PC
- c) USB cable to connect PSP system to PCs
- d) Memory Stick™ Duo for downloading content
- e) PSP system software version 3.71

(\*2) Payment of paid content can be made with either credit card or “PlayStation Network Ticket”. Edy not accepted at this point in time. For details, please visit: <http://www.jp.playstation.com/ps3/psn/>.

(\*3) “Game Archives” titles will be sold at 600 yen per title.

### **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.

###

PlayStation, PLAYSTATION, PS3 and PSP are registered trademarks and XMB is a trademark of Sony Computer Entertainment Inc.