



SONY COMPUTER ENTERTAINMENT AMERICA ANNOUNCES NEW 40GB PLAYSTATION®3 (PS3™) CONFIGURATION AND PRICE REDUCTION OF CURRENT 80GB MODEL

*New 40GB Model to be available in North America on November 2nd for \$399;
Effective Immediately, 80GB PS3 to be priced at \$499*

FOSTER CITY, Calif., October 18, 2007 – Sony Computer Entertainment America Inc. (SCEA) today announced plans to introduce a new 40GB model of its PLAYSTATION®3 (PS3™) computer entertainment system. Beginning November 2nd, to further enhance the HD entertainment experience, the new 40GB PS3 model will come bundled with the blockbuster movie Spider-Man™ 3 Blu-ray Disc™ (BD) from Sony Pictures Home Entertainment, and will be available in North America for a suggested retail price of \$399 (USD/CND). The company also announced that effective immediately, the current 80GB PS3 model will be available in North America for \$499 (USD/CND), \$100 below the original launch price.

“We’re pleased to offer the consumer a lower price point without sacrificing the core technology components that make PS3 the most advanced high-definition entertainment system available. Every PS3 comes with a Blu-ray drive, HDMI output, an integrated Wi-Fi connection, Cell Broadband Engine and a built-in hard-drive,” said Jack Tretton, President and CEO, SCEA. “This holiday season we’ll be able to offer attractive retail pricing with a broad portfolio of outstanding games including *Ratchet & Clank® Future: Tools of Destruction™*, *THE EYE OF JUDGMENT™*, *Uncharted: Drake’s Fortune™*, *Heavenly Sword™*, *Call of Duty® 4: Modern Warfare*, *Assassin’s Creed™*, *Haze™* and *RockBand™*.”

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SCEA Announces Price Reduction and New Hardware Configuration

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The new 40GB PS3 will no longer play PlayStation®2 titles, reflecting the availability of a more extensive line-up of PS3 specific titles. Consumers looking for backwards compatibility can take advantage of the limited PlayStation 2 backwards compatibility of the 80GB PS3.

PLAYSTATION®3 40GB Specification

Product Name		PLAYSTATION®3
CPU		Cell Broadband Engine™
GPU		RSX™
Sound		Dolby 5.1ch, DTS 5.1ch , LPCM 7.1ch, AAC, others *1 *2
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM
HDD	2.5" Serial ATA	40GB
I/O	USB 2.0	x2
Communication	Ethernet	x1 (10BASE-T, 100BASE-TX, 1000BASE-T)
	IEEE 802.11 b/g	Included
	Bluetooth 2.0 (EDR)	Included
Wireless controller (Bluetooth)		Included
AV Output	Screen size	480i, 480p, 720p, 1080i, 1080p
	HDMI OUT	x1 *3
	AV MULTI OUT	x1
	DIGITAL OUT (OPTICAL)	x1
BD/DVD/CD Drive (Read Only)	Maximum Read Speed	BD 2x (BD-ROM) DVD 8x (DVD-ROM) CD 24x (CD-ROM)
Dimensions		Approximately 12.75in (W) x 3.86in (H) x 10.8in (D)
Weight		Approximately 11 lbs

*1 A device compatible with Linear PCM 7.1 Ch. is required to output 7.1 Ch. audio, supported by Dolby TrueHD or a similar format, from the HDMI OUT connector.

*2 This system does not support output from the DTS-HD 7.1 Ch. DTS-HD 7.1 Ch. audio is output from a 5.1 or lower channel.

*3 "Deep Color" and "x.v.Color (xvYCC)" defined by HDMI ver1.3a are supported.

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About Sony Computer Entertainment America

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) system, the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system and its online and network services the PLAYSTATION®Network and PLAYSTATION®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one game console, the PlayStation 2 computer entertainment system, PLAYSTATION 3 and the PSP system for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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