



**NEW SLIM AND LIGHT PSP® (PLAYSTATION®PORTABLE)
REACHES 1 MILLION SELL-IN UNITS IN JAPAN**
Remarkable Milestone Achieved In Only 2 Months From Launch

Tokyo, November 26, 2007 – Sony Computer Entertainment Inc. (SCEI) today announced that the sales of its new slim and light PSP® (PlayStation®Portable) handheld entertainment system had reached a total of 1 million units^{(*)1} in Japan as of November 22, 2007. This remarkable milestone was achieved in only 2 months from its launch on September 20, and tracking 2 weeks faster in pace than the original PSP launched in December 2004.

The new slim and light PSP offers more convenience in portability and more choice in colors to match users' lifestyle. The newly added "1 Seg" TV viewing feature^{(*)2} on its 4.3 inch high resolution LCD screen, an overwhelmingly large screen for a handheld device, has also become the driver in attracting more and a broader range of users. Strong sales still continues after 2 months from launch, underpinning the acceleration of the expansion of the PSP platform.

Along with the ever greater sales of the PSP system, more and more software titles are released, with more than 500 software titles available in Japan alone. Looking forward, many more titles in various genres are scheduled to be released this holiday season from third party game developers and publishers, as well as SCE Worldwide Studios Japan Studio titles including "Everybody's Golf Portable 2", "Kick the cheeky hero", "TALKMAN TRAVEL" and "PATAPON". In conjunction with the powerful line-up of exciting software titles, two new bundle packs, "PSP® (PlayStation®Portable) Deep Red Value Pack" and "PSP® (PlayStation®Portable) Deep Red 1 Seg Pack", featuring a new "Deep Red" PSP bundled with popular accessories and peripherals, will become available on December 13 in Japan as limited edition products.

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2-2-2-2 New Slim and Light PlayStation Portable Achieves 1 Million Sell-in Units In Japan

The entertainment world of PSP keeps evolving through the introduction of unique accessories as well as with continuous system software updates. SCEI will deploy various measures to meet users' demand and vigorously promote the expansion of PSP platform as a new handheld entertainment system to enjoy a variety of digital entertainment contents.

(*1) Do not include the sales of 77,777 units of "CRISIS CORE - FINAL FANTASY VII - 10th Anniversary Limited" sold by SQUARE ENIX Co., LTD. on September 13.

(*2) Separately sold "1 Seg" tuner is necessary to enjoy "1 Seg" broadcasting on PSP.

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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