



**SONY COMPUTER ENTERTAINMENT JAPAN INTRODUCES  
NEW BUNDLE PACKS FOR THE PSP® (PLAYSTATION®PORTABLE)  
SYSTEM AND DUALSHOCK®3 WIRELESS CONTROLLER IN A NEW  
JUNGLE GREEN COLOR**

*Newly Announced Bundle Packs Include “PSP® (PlayStation®Portable) Rookie Hunters Pack,”  
“PSP Value Pack for Girls” and “PSP DISSIDIA 012 FINAL FANTASY Chaos & Cosmos  
Limited”*

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**Tokyo, January 6, 2011** - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, today unveiled three new PSP® (PlayStation®Portable) bundle packs as well as a new color variation for DUALSHOCK®3 Wireless Controller. SCE will continue to deliver users with broader entertainment options for every member of the family, on the go with PSP or at home with PS3, further driving the momentum into 2011.

● **“PSP® (PlayStation®Portable) Rookie Hunters Pack”**

“PSP® (PlayStation®Portable) Rookie Hunters Pack” features two- color PSP system, either in “Black/Red” or “White/Blue” color, *Monster Hunter Freedom 3* software and a special cleaning cloth designed for this package. The package will become available for a limited offer on February 10, 2011, at a recommended retail price (RRP) of 19,800 yen (including tax). *Monster Hunter Freedom 3* software title from Capcom Co., Ltd. has become a record breaking hit in Japan since its release in December 2010 and has now sold over 4 million units, an incredible milestone reached in just 5 weeks.

● **“PSP® (PlayStation®Portable) Value Pack for Girls”**

“PSP® (PlayStation®Portable) Value Pack for Girls” features a PSP system in Blossom Pink color, 2GB MemoryStick PRO Duo™ (Mark2), special pink fur pouch, baby

2-2-2-2 SCEJ Introduces New Bundle Packs for the PSP System and DUALSHOCK 3 Wireless Controller in a New Jungle Green Color

pink color earphones and a pink cleaning cloth. Available in stores starting February 17, 2011, for a limited offer at a RRP of 19,800 yen (including tax), the new bundle pack in lovely color and design will definitely appeal to all “girls.”

- **“PSP® (PlayStation®Portable) DISSIDIA 012[duodecim] FINAL FANTASY Chaos & Cosmos Limited”**

“PSP® (PlayStation®Portable) DISSIDIA 012 [duodecim] FINAL FANTASY Chaos & Cosmos Limited” bundle pack comprises the software, *DISSIDIA 012[duodecim] FINAL FANTASY*, and a special PSP system in Pearl White color with original design, “Chaos” and “Cosmos” as well as the game logo, printed on the front and the back of the system. The bundle pack will become available on March 3, 2011, for a limited offer at a RRP of 22,890 yen (including tax). *DISSIDIA 012[duodecim] FINAL FANTASY* from Square Enix Co., Ltd. is the sequel to the blockbuster title *DISSIDIA FINAL FANTASY* which has sold over 1.8 million units worldwide. With its gorgeous graphics, innovative battle system and ad hoc mode game features, the game takes full advantage of the power of the PSP system and delivers a whole new portable gaming experience to the PSP users.

- **DUALSHOCK®3 in Jungle Green color**

DUALSHOCK®3 Wireless Controller for the PlayStation®3 computer entertainment system will now have a new color variation, Jungle Green color that will become available on February 24, 2011 at a recommended retail price of 5,500 yen (including tax). The controller will come in dark and light green colors and will match perfectly with games’ world concept like *KILLZONE 3*. With the introduction of this new color, users will be able to choose from 7 color variations to match their lifestyles and preferences.

SCEJ will continue to further expand the PlayStation® platform and create a new world of computer entertainment with an enhanced line-up of PlayStation hardware, along with upcoming exciting new titles from first party and third party developers and publishers.

## **Product Information**

3-3-3-3 SCEJ Introduces New Bundle Packs for the PSP System and DUALSHOCK 3 Wireless Controller in a New Jungle Green Color

**PSP® (PlayStation®Portable) Rookie Hunters Pack**

Product name	PSP® (PlayStation®Portable) Rookie Hunters Pack
Product color/ code	Black/ Red (PSPJ-30020) White /Blue (PSPJ-30021)
Recommended retail price	19,800 yen
Release date	Thursday, February 10, 2011
Included	PSP system (PSP-3000) × 1 Monster Hunter Portable 3 <sup>rd</sup> software × 1 AC adaptor × 1 Battery pack (1200mAh) × 1 Cleaning cloth × 1

**PSP® (PlayStation®Portable) Value Pack for Girls**

Product name	PSP® (PlayStation®Portable) (PSP-3000) Value Pack for Girls
Product color/ code	Blossom Pink (PSPJ-30019)
Recommended retail price	19,800 yen
Release date	Thursday, February 17, 2011
Included	PSP system (PSP-3000) × 1 MemoryStick PRO Duo™ (Mark2) × 1 Special Design Pouch × 1 Special Design Cleaning cloth × 1 Special Design Inner ear phone × 1 AC adaptor × 1 Battery pack (1200mAh) × 1

**PSP® (PlayStation®Portable) DISSIDIA 012[duodecim] FINAL FANTASY Chaos & Cosmos Limited**

Product name	PSP® (PlayStation®Portable) DISSIDIA 012[duodecim] FINAL FANTASY Chaos & Cosmos Limited
Product code	PSPJ-30022
Recommended retail price	22,890 yen
Release date	Thursday, March 3, 2011
Included	PSP system (PSP-3000) × 1 DISSIDIA 012[duodecim] FINAL FANTASY software × 1 AC adaptor × 1 Battery pack (1200mAh) × 1

**About the Software**

Title	DISSIDIA 012[duodecim] FINAL FANTASY
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#### 4-4-4-4 SCEJ Introduces New Bundle Packs for the PSP System and DUALSHOCK 3 Wireless Controller in a New Jungle Green Color

Genre	Dramatic Progressive Action
Release date	Thursday March 3, 2011
Recommended retail price	UMD: 6,090 yen (including tax) Download: 4,980 yen (including tax)
CERO rating	C (above 15)
Developed by	Square Enix Co., Ltd.
Copyright	(C)2008,2011 SQUARE ENIX CO., LTD. All Rights Reserved. CHARACTER DESIGN : TETSUYA NOMURA
Official site	<a href="http://www.square-enix.co.jp/dissidia_012/">http://www.square-enix.co.jp/dissidia_012/</a>

#### DUALSHOCK®3 Wireless Controller “Jungle Green” (CECH-ZC2J CP)

Product name	DUALSHOCK®3 Wireless Controller
Product code	CECH-ZC2J JG
Release date	Thursday, February 24, 2011
Recommended Retail Price	5,500 yen (including tax)

#### 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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