



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT TO UNVEIL
“PLAYSTATION®SUITE,” DELIVERING THE WORLD
OF PLAYSTATION® TO ANDROID™ BASED PORTABLE DEVICES**

*Simultaneously Launching “PlayStation®Certified” License Program to Provide
PlayStation® Content and Development Support for Android™ Based Portable Devices*

Tokyo, January 27, 2011 - Sony Computer Entertainment Inc. (SCE) today unveiled “PlayStation®Suite” (PS Suite), delivering the PlayStation® experience to Android™ based portable devices^{*1}. Through this entirely new initiative, users will be able to enjoy PlayStation content on an open operating system for the first time in PlayStation history.

In the dramatically evolving and diversifying mobile market, the number of users who enjoy games casually on a variety of devices including mobile phones, smart-phones and tablet PCs, has been increasing significantly. By offering “PlayStation quality” content to this rapidly growing market, SCE will not only deliver the PlayStation experience to a wider base of users around the globe, but will also be able to offer game developers and publishers the potential to further expand their business opportunities to these devices.

In providing the PlayStation experience on Android based portable devices, SCE will commence a “PlayStation®Certified” license program for hardware manufacturers. Through this program, SCE will offer necessary support, including development support as well as logo licensing, to ensure the delivery of PlayStation quality experience across various devices.

On the software front, SCE plans to provide PS Suite content within this calendar year, starting with original PlayStation games^{*2} (PS one® classics) that will allow users to enjoy “PlayStation quality” gameplay on their Android based portable devices. SCE also plans to open PlayStation®Store where users will be able to download content in an easy to use environment, directly via the Android based portable devices. Moreover, SCE will provide a new game development environment in an effort to ensure new and compelling content is delivered on PS Suite, which will also offer opportunities for a wider base of developers and publishers to further expand their business on various portable devices.

Newly developed content for PS Suite can also be enjoyed on the next generation portable entertainment system (codename: NGP), which SCE announced today. Users who have never experienced PlayStation content can get a taste of the PlayStation experience through PS Suite and from there, they can enjoy the ultimate portable entertainment experience that is only possible on NGP.

SCE will vigorously enhance the entertainment world delivering the PlayStation experience to a wider base of users.

*1 Android™ 2.3 or beyond is required.

*2 PS one game console software title. We will announce the titles when ready.

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 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 LLC., 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, SCEI is an independent business unit of the Sony Group.

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