



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 (CECH-2500) IN NEW “SATIN SILVER” COLOR**
PlayStation®3 with 160GB & 320GB HDD and separately sold Vertical Stand in
New “Satin Silver” Color to Become Available for a Limited Offer from March 10, 2011

Tokyo, February 1, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCE) responsible for business operation in Japan, today announced the introduction of PlayStation®3 (PS3®) computer entertainment system (CECH-2500) with 160GB and 320GB hard disk drive (HDD) in new “Satin Silver” color. These systems will become available on March 10, 2011, for a limited offer at a recommended retail price (RRP) of 29,980 and 34,980 yen (including tax) respectively. Additionally, vertical stand in new “Satin Silver” color will also become available at RRP of 2,000 yen (including tax) on the same day.

Some of the upcoming new software-line ups for PS3 in Japan will include *Dynasty Warriors 7* (TECMO KOEI GAMES CO., LTD.) available on March 10, *MotorStorm3* (SCE) and *Ryu ga Gotoku OF THE END* (SEGA Corporation) on March 17, and *The Reminiscences of Haruhi Suzumiya* (NAMCO BANDAI Games Inc.) and *PROFESSIONAL BASEBALL SPIRITS 2011* (Konami Digital Entertainment Co., Ltd.) on March 24.

Through further introduction of attractive software line-ups, SCEJ will continue to expand the PS3 platform along with its peripherals and create a new world of computer entertainment that is only possible on PlayStation®.

2-2-2-2 Sony Computer Entertainment Japan To Introduce PlayStation®3(CECH-2500) In New
“Satin Silver” Color

Product Outline

PlayStation®3 (CECH-2500) “Satin Silver”

Product name	PlayStation®3
Product code/ Recommended Retail Price	CECH-2500A SS (HDD 160GB) / 29,980 yen (including tax) CECH-2500B SS (HDD 320GB) / 34,980 yen (including tax)
Release date	Thursday, March 10, 2011
Included	•PlayStation®3 (color: Satin Silver) × 1 •DUALSHOCK®3 Wireless Controller × 1 •Power cord × 1 •AV cable × 1 •USB cable × 1

Note: This product is not compatible with PlayStation®2 games.

Vertical Stand “Satin Silver”

Product name	Vertical Stand
Product code/ Recommended Retail Price	CECH-ZS1J SS / 2,000yen (including tax)
Release date	Thursday, March 10, 2011

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

###

PlayStation, PS3, DUALSHOCK are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.