



FOR IMMEDIATE RELEASE

PLAYSTATION® USERS SUPPORT GREAT EAST JAPAN EARTHQUAKE EFFORT FROM AROUND THE GLOBE

Tokyo, April 5, 2011 – Sony Computer Entertainment Inc. (SCEI) today updated the status of the Great East Japan Earthquake relief effort through PlayStation®Network which started in the North America and Europe on March 19, 2011^{*1} and in Japan and Asia on March 24, 2011. PlayStation®Store has offered special custom themes for the PlayStation®3 system^{*2} to those who donated money through the PlayStation Network to support emergency relief and recovery efforts for the Great East Japan Earthquake. The effort is now operating in 40 countries around the globe.

PlayStation® users' worldwide donations as of March 31, 2011, totaled to 109.6 million yen (approximately US \$1.318 million). The full amount will be donated to an organization in each region supporting the relief and recovery efforts in communities affected by the earthquake; American Red Cross - Japan Earthquake and Pacific Tsunami Fund for North America, British Red Cross for Europe, and Central Community Chest of Japan known as the Red Feather Community Chest Movement for Japan and Asia.

“We would like to extend our deepest sympathies to those affected by Great East Japan Earthquake,” said Kazuo Hirai, President and Group CEO, Sony Computer Entertainment Inc. “While we continue to make every effort to help the recovery of the affected communities in the region, I would like to express our gratitude to every single PlayStation user across the world who made a contribution to the effort.”

SCE as the member of Sony group will continue our support through the relief effort.

*1 Japan Standard Time.

*2 Special custom theme is available only from PlayStation Store accessible from the PS3 system.

* For more information about Sony Group's ongoing relief activities, visit
<http://www.sony.net/SonyInfo/csr/groupcsr.html?fm=csr71001>

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.

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