



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 BUNDLE PACK FEATURING *NINOKUNI(Tentative title)***

*Available from November 17th for a Limited Offer
at a Recommended Retail Price of 33,780 Yen (including tax)*

Tokyo, 1 Sep, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCE) responsible for business operation in Japan, today announced that a “PlayStation®3 *NINOKUNI(Tentative title)* magical edition” bundle pack will be available for a limited offer on November 17, 2011, concurrently with the release of the *NINOKUNI(Tentative title)* software title (*Level -5*). The bundle pack will include the PlayStation®3 (PS3®) computer entertainment system with 160GB HDD and the *NINOKUNI(Tentative title)* software title, available at a recommended retail price of 33,780 yen (including tax).

Produced by Level-5, in collaboration with Studio Ghibli for animation and Joe Hisaishi for sound track, *NINOKUNI(Tentative title)* is a fantasy RPG with a heartwarming but somewhat sentimental story line. The game delivers an adventure full of action, which takes place in a seemingly endless, magnificent world depicted through the beautiful hand-drawn style animations that takes full advantage of the power of the PS3 system.

The PS3 system included in the bundle pack comes in a special white-based “magical gold” color with a pearly touch. It also comes with a special design, “Shizuku, fairy of Tears,” one of the story’s main characters, printed on its front side. The Wireless Controller (DUALSHOCK®3) included in the bundle is also in the same “magical gold” color.

With the “PlayStation®3 *NINOKUNI(Tentative title)* magical edition” bundle pack, SCEJ continues to expand the PS3 platform and creates new boundaries for computer entertainment.

2-2-2-2 Sony Computer Entertainment Japan To Introduce PlayStation®3 Bundle Pack Featuring NINOKUNI
(Tentative title) Magical Edition

Product Outline

Product name	“PlayStation®3 NINOKUNI (Tentative title) magical edition” Bundle Pack
Product code	CEJH-10019
Release date	November 17, 2011
Recommended Retail Price	33,780yen (including tax)
Included	PlayStation®3 x 1 ※ NINOKUNI (Tentative title) magical edition ※ body color: magical gold ※ Hard Disk Drive capacity 160GB NINOKUNI (Tentative title) magical edition software for PS3 DUALSHOCK®3 Wireless Controller x1 Power cord x 1 AV cable x 1 USB cable x 1

About the Software

Product name	NINOKUNI (Tentative title)
Genre	Fantasy RPG
Release date	November 17, 2011
Recommended Retail Price	8,800 (including tax)
CERO rating	To be rated
Publisher	Level-5
Copyright	(C)LEVEL-5 Inc.
Official Home Page	http://www.ninokuni.jp/ps3/

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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