



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
“SKY BLUE/MARINE BLUE” PSP® (PLAYSTATION®PORTABLE)
VALUE PACK**

*Available from April 26th for a Limited Offer at a Recommended Retail price of
17,800 Yen (including tax)*

Tokyo, March 6, 2012—Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced the introduction of "PSP® (PlayStation®Portable) (PSP-3000) Value Pack" featuring a PSP system in a new "Sky Blue/Marine Blue" colors, available from April 26, 2012, for a limited offer at a Recommended Retail Price (RRP) of 17,800 yen (including tax).

Following the PSP systems in “Black/Red”, “White/Blue” and “Red/Black” which were well received by users as a limited offer in two-tone colors, the "Sky blue/Marine blue" PSP system comes in two blue colors with sky and ocean motif, targeting a wide range of customers from children to adults.

The "PSP Value Pack" announced today will consist of a PSP system in a "Sky blue/Marine blue" two-tone colors, 2GB Memory Stick PRO DUO™ (Mark2), a special pouch in the same colors as the PSP system and a cleaning cloth. Users will be able to enjoy PSP immediately out of the box with all the necessary accessories included in one pack.

Through the introduction of "Sky blue/Marine blue" PSP value pack, SCEJ will continue to further expand the PSP platform.

PSP® (PlayStation®Portable) (PSP-3000) Value Pack Product Outline

Product name	PSP® (PlayStation®Portable) (PSP-3000) Value Pack
Product color/ Product code	Sky Blue/Marine Blue (PSPJ-30027)
Recommended Retail Price	17,800 yen (including tax)
Release date	April 26, 2012
Included	<ul style="list-style-type: none">•PSP®(PlayStation®Portable) × 1•MemoryStick PRO DUO™ (Mark2) 2GB × 1•Pouch × 1•Cleaning cloth × 1•AC adaptor × 1•Battery pack (1200mAh) ×1

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Memory Stick PRO Duo is a trademark of Sony Corporations.
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About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan (SCEJ), a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation®3 computer entertainment system, the PlayStation®2 computer entertainment system, the PlayStation®Portable handheld entertainment system and the PlayStation®Vita portable entertainment system. SCEJ also develops, publishes, markets and distributes software, and manages the third party licensing program for these platforms.

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