



SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE PLAYSTATION®VITA IN NEW “CRYSTAL WHITE” COLOR

*PlayStation®Vita and In-ear Headset in new “Crystal White” color
To Become Available from June 28, 2012*

Tokyo, May 8, 2012 – 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®Vita (PS Vita) 3G/Wi-Fi model*¹ (PCH-1100 series) and Wi-Fi model (PCH-1000 series) in new “Crystal White” color. These models will become available on June 28, 2012, at a recommended retail price (RRP) of 29,980 and 24,980 yen (including tax) respectively.

SCE will also introduce in-ear headset for PS Vita in new “Crystal White” color on the same day at RRP of 2,800 yen (including tax). Along with “carrying pouch” and “leather case and wrist strap” both of which are available in white, users will be able to coordinate accessories for PS Vita in the same colors.

Some of the upcoming new software line-ups for PS Vita in Japan will include “MOBILE SUIT GUNDAM SEED BATTLE DESTINY” (NAMCO BANDAI Games Inc.) available on June 7, “Persona4 The GOLDEN” (Index Corporation) on June 14, “METAL GEAR SOLID HD EDITION” (Konami Digital Entertainment Co., Ltd.) on June 28, “TIME TRAVELERS” (LEVEL-5 Inc.) and “RESISTANCE: BURNING SKIES” (SCE) on July 12, and “NEXT HATSUNE MIKU Project DIVA (Working title)” (SEGA CORPORATION) on August 30.

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“CRYSTAL WHITE” COLOR

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

*1 With "Prepaid data plan 20h" for a limited offer, enabling users to enjoy 3G connectivity out of the box.

PlayStation®Vita 3G/Wi-Fi Model Crystal White limited edition

Product name	PlayStation®Vita 3G/Wi-Fi Model Crystal White limited edition
Product code	PCH-1100 AB02
Release date	June 28, 2012
RRP	29,980 yen (including tax)
Included	<ul style="list-style-type: none">•PlayStation®Vita 3G/Wi-Fi model x 1•USB cable x 1•AC adaptor x 1•Power cord x 1•Printed materials x 1•SIM card x 1 (inserted in the system) (also includes prepaid data plan 20h)

PlayStation®Vita Wi-Fi Model Crystal White

Product name	PlayStation®Vita Wi-Fi Model Crystal White
Product code	PCH-1000 ZA02
Release date	June 28, 2012
RRP	24,980 yen (including tax)
Included	<ul style="list-style-type: none">•PlayStation®Vita 3G/Wi-Fi Model x 1•USB cable x 1•AC adaptor x 1•Power cord x 1•Printed materials x 1

In-ear Headset Crystal White

Product name	In-ear Headset Crystal White
Product code	PCH-ZHS1 JYW
Release date	June 28, 2012
RRT	2,800 yen (including tax)

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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched

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PlayStation in 1994. PS2® 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Suite, a cross platform and cross device initiative. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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