



FOR IMMEDIATE RELEASE

SONY COMPUTER ENTERTAINMENT TO POSTPONE “NASNE” LAUNCH

Tokyo, July 18, 2012 – Sony Computer Entertainment Inc. (SCE) today announced that it is postponing the launch of “nasne™,” a networked recorder and media storage device, originally planned to be released on July 19, 2012 in Japan.

SCE made this decision after discovering partial damage to the built-in 500GB Hard Disk Drives (HDD), believed to have unexpectedly occurred during the shipment process, in some of the “nasne” units which were inspected at the factory and approved for shipment. The new release date will be announced in due course, after all units have been re-inspected to ensure that users can properly enjoy “nasne.”

The release of system software update ver.1.50, originally scheduled for tomorrow, will also be postponed.

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 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®Mobile, a cross device platform. 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.

###

“PlayStation” and “PS3” are registered trademarks of Sony Computer Entertainment Inc.

“nasne” and “tome” is a trademark of Sony Computer Entertainment Inc.

All other trademarks are property of their respective owners.

SONY
make.believe