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**SONY COMPUTER ENTERTAINMENT TO START THE FULL-SCALE
LAUNCH OF PLAYSTATION®MOBILE**

*Newly Developed Content for PlayStation®Mobile to Be Delivered
Through PlayStation®Store this fall*

Official Version of PlayStation®Mobile SDK Available Shortly

**ASUS AND WIKIPAD TO JOIN PLAYSTATION™CERTIFIED LICENSE
PROGRAM**

Tokyo, August 15, 2012– Sony Computer Entertainment Inc. (SCE) today announced that it will start the full-scale launch of PlayStation®Mobile this fall, delivering the world of PlayStation® on open operating system-based devices, by providing newly developed content for PlayStation Mobile through PlayStation®Store. The service will start in 9 countries including Japan, United States, Canada, United Kingdom, France, Germany, Italy, Spain, and Australia with more countries to follow.

At launch this fall, users will be able to enjoy approximately 30 new titles from a variety of genres including Adventure, Action, Puzzle, and Sports, created by third party developers and publishers as well as SCE Worldwide Studios.

With the aim of offering a more streamlined development environment for creating content for portable devices, the PlayStation Mobile Developer Program includes the official version of PlayStation Mobile SDK and will become available to the development community following the launch of the dedicated content for PlayStation Mobile through PlayStation Store. This will be rolled-out in a phased manner in 11 countries and regions including Japan, United States, Canada, United Kingdom, France, Germany, Italy, Spain, Australia, Hong Kong and

Taiwan. The PlayStation Mobile Developer Program will allow developers to easily distribute their content through PlayStation Store on a commercial basis and market their games to millions of dedicated gamers with PlayStation™Certified*¹ devices and PlayStation®Vita. The license agreement for the SDK is US\$99 annually**².

In addition to 56 third party developers and publishers in Japan and Europe, a total of 29 developers and publishers across regions including the United States have agreed to develop content for PlayStation®Mobile.

SCE also announced ASUSTeK Computer Inc. and WikiPad Inc. will join the PlayStation Certified license program. By further expanding PlayStation Certified devices, SCE will deliver the unmatched PlayStation experience to even more smartphone and tablet users around the world.

“Inspired by the diverse needs of consumers in all areas and phases of life, ASUS' foremost mission is to deliver truly innovative solutions that inspire consumers to reach for greater heights of productivity and fun. The ASUS Transformer Pad, which can transform from tablet to Notebook PC delivers this value,” said Samson Hu, Corporate Vice President & GM of Mobile Communications Products BU at ASUSTeK Computer Inc. “As a leading enterprise in the new digital era, ASUS offers PlayStation-like gaming experiences with the convenience of its array of products. With the Transformer Pad’s inclusion as a PlayStation Certified partner, we will surpass users' imaginations and change the rules of gaming.”

“Wikipad is the first true video game tablet built with an attachable gamepad controller that provides gamers with a mobile console experience. As we head into our upcoming launch, we are excited to be partnering with Sony Computer Entertainment.” said Fraser Townley, President of Sales Wikipad.Inc. “PlayStation’s continued commitment to delivering innovative entertainment experiences that captivate gamers is unparalleled and we are thrilled to partner with them.”

In conjunction with the launch of dedicated content for PlayStation Mobile through PlayStation Store, legendary PlayStation games (PS one® Classics) for PlayStation Certified devices will no longer be offered**³.

SCE will further accelerate the delivery of PlayStation-like experiences to even more users through PlayStation Mobile.

*1 The license program to expand PlayStation Mobile, dedicated for portable hardware manufacturers. SCE will not only license logos but also provide necessary development support. As of August 15, 2012, the line-up of PlayStation™ Certified devices include the HTC One series of smartphones, HTC One™ X, HTC One™ S, and HTC One™ V and Xperia™ GX, Xperia™ SX from Sony Mobile Communications AB. Content developed with The official version of PlayStation® Mobile SDK will be available on those devices, also Xperia™ arc, Xperia™ acro, Xperia™ PLAY, Xperia™ acro HD, Xperia™ S, Xperia™ ion, Xperia™ acro S from Sony Mobile Communications AB, and "Sony Tablet" S and "Sony Tablet" P from Sony Corporation. Model name may vary by region. Sales model may vary by area.

*2 The fee is for the US market. The fee differs by countries and regions.

*3 This campaign will be launched for Xperia™ arc, Xperia™ acro, Xperia™ PLAY, Xperia™ acro HD, Xperia™ S, Xperia™ ion, Xperia™ acro S, "Sony Tablet" S and "Sony Tablet" P

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.

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List of Third Party Game Developers and Publishers

As of August 14th, 2012

(In alphabetical order of developer/publisher)

JAPAN

ACQUIRE Corp.
ALPHA UNIT CO., LTD
ALVION Inc.
ARC SYSTEM WORKS CO.,LTD.
ARTDINK CORPORATION
ASCII MEDIA WORKS Inc.
ASGARD Co.,Ltd.
ASOBIMO,Inc.
BoobyTrap.,Ltd.
CYBERFRONT Corporation
D3PUBLISHER INC.
eitarosoft, inc.
ENTERBRAIN, INC.
FOG inc.
FromSoftware, Inc
G STYLE CO.,LTD.
Gameloft
Granzella Inc.
GungHo Online Entertainment, Inc.
GUST CO.,LTD.
HAMSTER Corporation
IDEA FACTORY Co., Ltd.
IMAGEEPOCH INC.
Index Corporation
Kadokawa Games, Ltd.
Kadokawa Shoten Publishing Co., Ltd.
KAGA CREATE CO.,LTD.
KAYAC Inc.
MAGES. Inc.
MarvelousAQL Inc.
Mobile Internet Technology Co.,Ltd.
NCM Entertainment Corporation / Forever Entertainment S.A. Group
NEX ENTERTAINMENT CO.,LTD.
Nippon Ichi Software, Inc.
PROTOTYPE CO.,LTD.
Pygmy Studio.Co., Ltd.
Q Entertainment Inc.
Rocket Studio,
SEGA Corporation
SPIKE CHUNSOFT Co.,Ltd.
STARFISH-SD Inc.
SUCCESS Corporation
SYNC Inc.
TAKUYO KOUGYO CO.,LTD.
TECMO KOEI GAMES Co., Ltd.
Zener Net Works Inc.

46 companies in total

EUROPE / PAL / NORTH AMERICA

Action Button Ent
Albino Pixel Ltd.
Atomicom Ltd.
Beatnik Games Ltd.
Big Head Games Ltd.
bitforge AG
Crash Lab Ltd.
Eclipse Games S.C.
Eiconic Games Ltd
Futurlab Ltd.
Green Hill Ltd.
Happion Laboratories
Hellfire Games
Honeyslug Ltd.
Icon Games Entertainment Ltd.
Laughing Jackal Ltd.
Mobarate Ltd.
Muteki Games
Necrosoft
NuChallenger, LLC
Omni Systems Ltd.
Origin8 Technologies Ltd.
Playerthree Ltd.
Pompom Software Ltd.
Quirkat Inc.
Retroburn Game Studios Ltd.
Ripstone Ltd.
SCEE Research & Development
SFB Games Ltd.
Spinning Head Software Ltd.
Tama Global
Team 17 Digital Ltd.
Thumbs Up
THQ
Tikipod Ltd.
Triangle Factory bvba
Vlambeer vof
Wired Productions Ltd.
Yippee Entertainment Ltd

39 companies in total