



PS3 STARTER PACK ANNOUNCED FOR EUROPE

Santa Monica, 12th July 2007. Sony Computer Entertainment Europe (SCEE) today announced the availability of a high value Starter Pack for PLAYSTATION®3, comprising a PS3, two first party games and two SIXAXIS™ wireless controllers, at €599.

Rolling out across the SCEE territories from 13th July, and in all territories by 1st August, the new Starter Pack represents exceptional value for money as an entry point into the exciting world of High Definition interactive entertainment with PLAYSTATION 3.

The choice of first party games available in the Starter Pack will vary to suit the interests of entertainment enthusiasts in each country, but will include million sellers such as *Resistance Fall of Man™* and *MotorStorm™*; titles specifically chosen to demonstrate the stunning graphics and enhanced gameplay of High Definition games on Blu-ray disc.

With an additional wireless SIXAXIS, motion sensitive controller provided for head to head and multi player gaming, the Starter Pack is sure to appeal to those seeking to enhance their entertainment experience with the best of 21st century technology.

“With sell through of over 1.2 million units in the SCEE territories to date, PLAYSTATION 3 has proved to be an instant and huge success”, said David Reeves, President of Sony Computer Entertainment Europe.

“The exceptional value of the new Starter Pack will bring the excitement of PlayStation® gaming to a much wider audience. Add to this a stellar lineup of software titles for the second half of the year and we are confident that this amazing value Starter Pack will encourage many more keen gamers to join the PLAYSTATION 3 community”.

- ends -

About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP™ (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

Since the launch of PLAYSTATION 3 in Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

PLAYSTATION, PlayStation and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. PSP is a trademark of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.