



## **SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE TWO PSP® (PLAYSTATION®PORTABLE) PACKS IN A NEW DEEP RED COLOR AS A LIMITED OFFER FOR THIS HOLIDAY SEASON**

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**Tokyo, November 6, 2007** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, today announced that it would release two PSP® (PlayStation®Portable) packs, “PSP® (PlayStation®Portable) Deep Red Value Pack” and “PSP® (PlayStation®Portable) Deep Red 1 Seg Pack”, featuring a new limited color “Deep Red”. The new “Deep Red” PSP was made available in response to the strong requests from consumers in Japan and will make a perfect gift for families and friends for this coming holiday season. Beginning Thursday, December 13<sup>th</sup>, 2007, “PSP Deep Red Value Pack” and “PSP Deep Red 1 Seg Pack” will be released as a limited offer at recommended retail prices of 22,800 yen (including tax) and 29,800 yen (including tax) respectively.

“PSP Deep Red Value Pack” includes a new “Deep Red” PSP, a pouch, a hand strap, a cloth as well as a 32MB Memory Stick™ Duo for saving game data, and will make a great starter pack for those who wish to begin their PSP experience.

“PSP Deep Red 1 Seg Pack” bundles a “Deep Red” PSP, with a widely popular “1 Seg” tuner released on September 20<sup>th</sup>, a pouch that can store PSP hardware attached with the “1 Seg” tuner, a stand to place the PSP hardware for long time TV viewing using “1 Seg” tuner, a strap, a cloth, and a 1GB Memory Stick™ PRO Duo for storing game data as well as photos, videos and music contents. This product is ideal for those who wish to enjoy not only games but other variety of PSP entertainment including “1 Seg” viewing.

SCEJ will also release a separately sold “Battery Charger” at a recommended retail price of 3,800 yen (including tax), which can be used for both the new PSP model (PSP-2000) as well as the current PSP model (PSP-1000). With this new “Battery Charger”, user will be able to fast-charge their PSPs with less amount of time compared to charging with AC Adaptor.

SCEJ will continue to expand the PSP platform and create a new world of computer entertainment with these new offerings.

## **Product Overview**

### **PSP® (PlayStation®Portable) Deep Red Value Pack**

Product Name	PSP® (PlayStation®Portable) “Deep Red” Value Pack
Release Date	December 13, 2007 (Thursday)
Recommended Retail Price	22,800 yen (including tax)
Product Code	PSPJ-20000
Included	PSP-2000 DR “Deep Red” x 1 AC adaptor x 1 Battery pack x 1 Pouch x 1 Hand strap x 1 Cloth x 1 Memory Stick™ Duo (32MB) x 1

### **PSP® (PlayStation®Portable) Deep Red 1 Seg Pack**

Product Name	PSP® (PlayStation®Portable) “Deep Red” 1 Seg Pack
Release Date	December 13, 2007 (Thursday)
Recommended Retail Price	29,800 yen (including tax)
Product Code	PSPJ-20001
Included	PSP-2000 DR “Deep Red” x 1 AC Adaptor x 1 Battery pack x 1 “1 Seg” tuner x 1 Pouch x 1 Hand strap x 1 Cloth x 1 Stand x 1 Memory Stick™ PRO Duo (1GB) x 1

**PSP® (PlayStation®Portable) Battery Charger (sold separately)**

Product Name	Battery Charger
Release Date	December 13, 2007 (Thursday)
Recommended Retail Price	3,800 yen (including tax)
Product Code	PSP-330
Input	AC 100-24V (16-24VA), 50/60Hz
Output	DC 4.2V 1550mA/1200mA <sup>*1)</sup>
External dimensions	Approx. 46 x 36 x 88mm (width x height x length)
Weight	Approx. 90g
Included	Battery charger AC power cord

\*1) Output level is automatically set according to the type of battery pack.

**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 and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a new 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 state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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