



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE  
PLAYSTATION®3 BUNDLE PACK FEATURING *DEVIL MAY CRY 4*  
*PS3, Devil May Cry 4 Game And A Special Premium Blu-ray Disc Come In One Pack***

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**Tokyo, December 20, 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 a “PLAYSTATION®3 *Devil May Cry 4* Premium BD Pack” on January 31<sup>st</sup>, 2008, as a limited offer, at a recommended retail price of 47,800 yen (including tax).

“PLAYSTATION®3 *Devil May Cry 4* Premium BD Pack” includes PLAYSTATION®3 (PS3®) 40GB model (CECHH00 Series), *Devil May Cry 4* for PS3, and a Blu-ray Disc (BD) containing a 60 minute high quality real-time full CG movie. *Devil May Cry 4* is the latest title from the highly popular and stylish *Devil May Cry* franchise, scheduled to be released from Capcom Co., Ltd. on January 31<sup>st</sup>, 2008.

The PS3 system for this pack will be available in both “Clear Black” and “Ceramic White”, and users will be able to choose the color of their preference.

With this new offering, SCEJ will continue to expand the PS3 platform and create a new world of computer entertainment.

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## **Product Overview**

### **“PLAYSTATION®3 *Devil May Cry 4* Premium BD Pack”**

Product Name	PLAYSTATION®3 <i>Devil May Cry 4</i> Premium BD Pack
Release Date	January 31 <sup>st</sup> , 2008 (Thursday)
Recommended Retail Price	47,800 yen (including tax)
Colors/Product Code	Clear Black/CECHHDM Ceramic White/CECHHCWDM
Included	PLAYSTATION®3 (CECHH00 Series) x 1 <i>Devil May Cry 4</i> x 1 <i>Devil May Cry 4</i> Premium BD x 1 SIXAXIS Wireless Controller x 1 AC power cord x 1 AV cable x 1 USB cable x 1

### **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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