



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
NEW PSP® (PLAYSTATION®PORTABLE) VALUE PACK
MATTE BRONZE INTRODUCED AS A LIMITED OFFER**

Tokyo, March 4, 2008 – 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 “PSP® (PlayStation®Portable) Matte Bronze Value Pack” (PSPJ-20002) on April 24th, 2008, at a recommended retail price of 23,800 yen (including tax), as a limited offer, featuring a new color “Matte Bronze” which will come in a matte finish for the first time for PSP.

“PSP Matte Bronze Value Pack” comprises a new “Matte Bronze” PSP, a pouch, a hand strap, a cloth, a 32MB Memory Stick™ Duo, and a D Terminal AV cable. This product is ideal for those who wish to experience PSP’s high quality entertainment content on TVs in homes.※1

More and more exciting new software titles for PSP are scheduled for release from third party licensees as well as from SCE Worldwide Studios, including “MONSTER HUNTER PORTABLE® 2nd G” (CAPCOM CO.,LTD.), “JIKKYO PAWAFURU PUROYAKYU PORTABLE 3”(Konami Digital Entertainment Co., Ltd.) , “Tales of Rebirth”(NAMCO BANDAI Games Inc.), “echochrome”※2 (SCE WWS) and “STAR OCEAN Second Evolution”(SQUARE ENIX CO., LTD.). ※3

SCEJ will continue to further expand the PSP platform and create a new world of computer entertainment by offering more and more attractive products line-up.

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※1 Video from games can be output only when the TV supports progressive mode screen display and D terminal AV input (D2-D5).

※2 The title name is to be confirmed.

※3 In alphabetical order of company name.

“PSP® (PlayStation®Portable) Matte Bronze Value Pack” Product Overview

Product Name	PSP® (PlayStation®Portable) “Matte Bronze” Value Pack
Product code	PSPJ-20002
Release Date	April 24, 2008 (Thu)
Recommended Retail Price	23,800 JP Yen (including tax)
Included	-PSP “Matte Bronze” (PSP-2000MN) × 1 -AC adaptor x 1 -Battery pack x 1 -Pouch x 1 -Hand strap x 1 -Cloth x 1 -Memory Stick™ Duo (32MB) (PSP-M32) × 1 -D Terminal AV cable (PSP-S170)※ × 1

※ Video from games can be output only when the TV supports progressive mode screen display and D terminal AV input (D2-D5).

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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