



FOR IMMEDIATE RELEASE

**PSP® (PLAYSTATION®PORTABLE)
REACHES 10 MILLION SELL-IN UNITS IN JAPAN**

The best selling system in the game console market in Japan for the first half of 2008

Tokyo, July 15, 2008 – Sony Computer Entertainment Inc. (SCEI) today announced that the cumulative sell-in units of PSP® (PlayStation®Portable) handheld entertainment system (PSP-1000 and 2000 series) reached a total of 10 million units^(*1) in Japan as of July 15, 2008.

Since the launch on December 12th 2004 in Japan, PSP has evolved as an innovative handheld entertainment system, having a wide array of exciting software titles and by introducing peripherals as well as upgrading system software through continuous firmware updates. Inheriting the basic functions and the design philosophy of PSP-1000, slim and light PSP (PSP-2000) made its debut on September 20th 2007 and in the first half of 2008^(*2), it has become the best selling system in the game console market in Japan. Many color variations have also been introduced, now having PSP available in a total of seven different colors. Features such as “1 Seg” viewing^(*3), “Skype” and many other fun accessories that expands the joy of entertainment on PSP, including “Microphone” and a multi-functional “Cradle” in addition to a strong line-up of attractive software titles are also accelerating the expansion of the platform.

On the games front, there are over 580^(*4) titles now available in Japan alone. More and more exciting new software titles of different genres are scheduled for release towards the end of year from third party licensees as well as from SCE Worldwide Studios (WWS) Japan Studio, including *GUNDAM BATTLE UNIVERSE* by NAMCO BANDAI Games Inc., *The Legend of Heroes: SORA NO KISEKI the 3rd* by Nihon Falcom Corporation

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and *PHANTASY STAR PORTABLE* by SEGA CORPORATION as well as SCE WWS Japan Studio titles including *BLEACH Soul Carnival*, *LocoRoco2*, *PATAPON2(Working Title)*, *SECRET AGENT CLANK* and *Yusyanokuseni Namaikidaor2*.^(*5) In conjunction with the powerful line-up of upcoming software titles, two new bundle packs, “PSP Metallic Blue Value Pack” and “PSP Metallic Blue 1 Seg Pack”, featuring a new “Metallic Blue” PSP bundled with popular accessories and peripherals, will become available on July 17th in Japan as a limited offer.

SCE will vigorously promote PSP as a new handheld entertainment system to enjoy a variety of digital entertainment content by enhancing network capabilities and interoperability with PLAYSTATION®3.

(*1) Sell-in number

(*2) Data source : ENTERBRAIN, INC.

(*3) Separately sold “1 Seg” tuner is necessary to enjoy “1 Seg” broadcasting on PSP.

(*4) As of the end of March 2008

(*5) The titles are in alphabetical order according to company names.

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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