



FOR IMMEDIATE RELEASE

**WIRELESS KEYPAD FOR PLAYSTATION®3 TO BE INTRODUCED
THIS HOLIDAY SEASON WORLDWIDE**

*Keypad Attaches to SIXAXIS™ and DUALSHOCK®3 Wireless Controllers
for Quick and Simple Text Input on PS3®*

Tokyo, August 21, 2008 – Sony Computer Entertainment Inc. (SCEI) today announced that it would release the Wireless Keypad, a new peripheral for SIXAXIS™ and DUALSHOCK®3 wireless controllers for PLAYSTATION®3 (PS3®), this holiday season throughout the world. It will be introduced in North America in late November. It will be also introduced in Japan, Europe and Asia by the end of this year.

The highly anticipated Wireless Keypad is designed to fit precisely into the unique shape of SIXAXIS and DUALSHOCK 3 wireless controllers, and can be easily attached or removed. By using the product instead of the on-screen keyboard, users will be able to enjoy text chat communication more easily and comfortably in their hands, just as they would use familiar portable communication devices. It supports text chat in PlayStation®Home as well, and enables users to enjoy interactivity playing on-line titles and enjoying entertainment content more smoothly.

Equipped with Bluetooth® functionality, the Wireless Keypad can be paired to PS3 by simply connecting the keypad to the USB cable that comes bundled with the PS3 system. Also, two shortcut buttons, a Communication Button and a Message Box Button, are placed on the lower part of the Wireless Keypad, enabling users to jump to pre-set features on XMB™ (XrossMediaBar) such as “Friends” and “Message Box” during game play, which help PS3 users to smoothly communicate with each other. Additionally, a Touch Pad Button allows PS3 users to use the entire surface of the keypad as a touch pad, allowing them to easily maneuver the pointer while web browsing, simply by sliding their finger on the keypad surface.

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2-2-2-2 Wireless Keypad For PLAYSTATION®3 To Be Introduced This Holiday Season Worldwide

More and more exclusive software titles that will support text chat feature are scheduled for release towards the end of the year including *LittleBigPlanet*™ (SCEI).

SCEI will vigorously promote various measures to introduce new entertainment world that can be further enriched through the network, including PlayStation Home.

Release date and price of this product will be announced later in each region.

Wireless Keypad Product Overview

Product Name	Wireless Keypad
Product Code	CECHZK1JP (For Japanese market)
Product Color	Black
Hardware Specification	Weight : Approx 60g Voltage: DC 3.7V Operating Temperature: 5°C~35°C Built-in Bluetooth® Ver.2.0 Keypad Layout: QWERTY layout
Battery Specification	Built-in Rechargeable Lithium-Ion Battery Battery Capacity: 610mAh

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 an innovative 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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