



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN ANNOUNCES
“ADHOC PARTY FOR PSP® (PLAYSTATION®PORTABLE)”
New Online Service Allowing Users to Play PSP Ad Hoc Mode Games over the Internet
via PLAYSTATION®3, with its Beta Version to Become Available on October 30th**

Tokyo, October 9, 2008 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, announced today that it would release the beta version of the new online service, “ad hoc Party for PSP® (PlayStation®Portable),” on Thursday, October 30th, 2008, in Japan. This new service will allow users to play PSP software titles featuring ad hoc mode over the internet through PLAYSTATION®3 (PS3®). The beta version of “ad hoc Party for PSP” will become available through PlayStation®Store, free of charge.

By simply downloading and storing “ad hoc Party for PSP” beta version to the PS3 hard disk drive, users will be able to enjoy the service without having to manage complicated operation or settings. PSP software titles supporting ad hoc mode such as *Monster Hunter Portable 2nd G* from Capcom Co., Ltd., will be compatible with this new online service from the beta version service launch. Many other exciting titles including *PHANTASY STAR PORTABLE* from SEGA CORPORATION supporting this service will be announced as later they become available^{*1}.

In this easy to use application, users will first login to a “lobby” on PS3 where they can meet and text chat with other online players. While playing the game, “ad hoc Party for PSP” will support voice chat through Wireless Headset^{*2} or PlayStation®Eye^{*3}, offering immersive gaming experience only available on the PlayStation platform,

SCEJ will further expand the PSP platform and create a world of entertainment with exciting new software titles and network services towards the holiday season.

*1 This service does not support all the titles with ad hoc mode. The application may not function properly depending on the game contents and or users’ network status. Newly supported titles will be announced through official Playstation.Com (Japan) site.

*2 To be released from SCE on October 30, 2008.

*3 ad hoc Party for PSP does not support video chat.

* Users will need to install the latest system software update to enjoy the application.

ad hoc Party for PSP® (PlayStation®Portable) Service Overview

Service name	ad hoc Party for PlayStation®Portable beta version
Service launch	Thursday, October 30, 2008
Service charge	Free of charge
How to use	Users will need to download “ad hoc Party for PlayStation®Portable beta version” to PS3 from PlayStation®Store to enjoy the service.
What is necessary	- PS3® with connection to broadband network (this application will not be supported on 20GB model PS3) - PSP®
Supported titles	< At beta version launch > <i>Monster Hunter Portable 2nd G</i> - Other supporting titles including <i>PHANTASY STAR PORTABLE</i> will be announced when they become available. - This service does not support all the titles with ad hoc mode game. The application may not function properly depending on the game content and or users’ network status. Newly supported titles will be announced through official Playstation.Com (Japan) site.

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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