



**Press Information
For Immediate Release**

PSP™ (PlayStation®Portable)-3000 gets a feminine touch with a Lilac Purple makeover

**Latest colour in the PSP-3000 wardrobe comes packed with Disney Interactive
Studio's Hannah Montana: Rock Out The Show**

E3, Los Angeles, 2nd June 2009: Sony Computer Entertainment Europe (SCEE)'s rainbow of PSP™ (PlayStation®Portable) colours is about to grow further with a brand-new, very special model: a Lilac Purple PSP-3000 that will come packed with top game Hannah Montana: Rock Out The Show for A-list pop star entertainment straight out of the box. Arriving this October in PAL territories, the Lilac Purple model brings a girly touch to the current wardrobe of PSP-3000 colours that also includes Vibrant Blue, Mystic Silver, Pearl White and Radiant Red as well as the classic Piano Black.

"As girls spend as much time listening to music, taking and editing photos, watching movies, chatting with Skype™, surfing the net and playing games with their friends as boys do," says Isabelle Tomatis, European Marketing Manager, SCEE: "we thought it was about time that they had their own colour of PSP – and we've styled this one up just for them."

In the first ever Hannah Montana game for PSP, fans will not only star in the show, they will also design a custom concert in each city they visit and rock the stage as they perform as Hannah Montana to 11 hit songs, including three new tracks. Jackson and Lilly join in on the fun in Hannah Montana: Rock Out The Show PSP game to help Hannah on her tour as they travel to seven amazing locations around the world and customize outfits, design stages and so much more. Players will add their flair to performances by creating unique routines for each song with the "Rockstar Moment" maker by customizing dance moves, lighting and special effects. Players will also be able to style the band members and the back-up dancers with amazing fashions, hair-styles and accessories. – and the whole pack also comes with a Memory Stick™ for players to save their designs and settings onto.

But playing Hannah Montana: Rock Out The Show is just one possibility with this PSP. With games, music, videos, online chat and photos to explore, this is a device that will make girls the envy of their friends. The new Lilac Purple PSP-3000 will arrive this October – to find out more, visit www.playstation.com.

ENDS

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 22.7 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 137.2 million systems worldwide. Since its launch at the end of 2004, over 51.6 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 24 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 470 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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