



Press Information
For Immediate Release

Brand new PSP™ (PlayStation®Portable) colours and packs announced at gamescom

- **Express your colourful side with Turquoise Green or Blossom Pink**
- **New PSP packs announced for late 2009 – bundled with a top game**

gamescom, Cologne, 18th August 2009: Sony Computer Entertainment Europe (SCEE) today announced two new colours for the PSP™ (PlayStation®Portable) handheld entertainment system for Europe and the PAL territories. This November, Turquoise Green and Blossom Pink will be joining the ever-growing line-up of coloured PSP-3000 models on offer, providing a lighter touch of colour for PSP owners to express their own style and personality as they play the best games, watch movies on the move, take pictures, talk with Skype, listen to music and enjoy a whole world of entertainment in their hands.

The new colours will be available either on their own or packed with a game for enjoyment straight out of the box: Turquoise Green will be bundled with LittleBigPlanet™ along with more packs due to out later this year – allowing players to join the PSP handheld revolution straight out of the box. Here's the list in full:

- **September: SQUARE ENIX, DISSIDIA® FINAL FANTASY® with Pearl White PSP**
The heroes and villains of the FINAL FANTASY series collide in an epic war that threatens to tear the whole universe apart, in this magical, action-packed fighting blockbuster.
- **October: EA SPORTS, FIFA 10 with Piano Black PSP**
Gaming's most famous and acclaimed football franchise is back for the new season with more players, more refined gameplay and more realism. Take your team all the way to the championships - wherever in the world you are - with FIFA 10 on PSP.
- **October: Polyphony Digital, Gran Turismo® with PSP Gran Turismo Edition**
Buckle up, take a deep breath and drive on amazing tracks around the globe in style with your very own GT branded PSP and leather pouch. With over 800 realistic dream cars to choose from, why not have one more and download an exclusive vehicle, the Corvette ZR1 in white using your free PlayStation®Network voucher also a part of this fantastic pack.
- **October: Disney, Hannah Montana: Rock Out the Show with Lilac Purple PSP**
In the first ever Hannah Montana game for PSP, fans can not only star in the show, they can also design a custom concert in each city they visit and rock the stage as they star as Hannah Montana performing 11 hit songs, including three new tracks. 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.

- **Winter: Namco Bandai, TEKKEN®6 with Piano Black PSP**
The King of Iron Fist Tournament returns in portable form with the largest line-up of fighters the Tekken series has ever seen. Each is equipped with deadly techniques, moves and combinations – who will you choose to fight your way to glory?
- **November: Ubisoft, Assassin's Creed: Bloodlines with Piano Black PSP**
As Crusaders wage battle across the Holy Land, you must wage your own, covert war as an assassin named Altair. Your targets are the leaders of the Knights Templar; you must climb walls and move by stealth in order to find them, hunt them down and take them out.
- **November: Sony Computer Entertainment, LittleBigPlanet with Turquoise Green PSP**
Now, you can get creative with Sackboy everywhere you go. Explore the immersive world of LittleBigPlanet at home or on the move, running, swinging and leaping through a universe where you can move everything you touch and build whatever you like.
- **November: Sony Computer Entertainment, InviZimals with Piano Black PSP**
See where they are hiding - InviZimals invites you on a weird and wonderful hunt for the amazing creatures only visible through your PSP – hunt them with the game's built-in sensor, creep up on them – and trap as many as possible!

Want to take your whole entertainment world with you - wherever you go? Look no further than PSP for handheld gaming, movies, music, photos, Skype and more. And – if you pick up one of this year's new packs, the fun starts straight out of the box. To find out more, visit www.eu.playstation.com.

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For more information on PSP packs available in your territory, please contact your local PR manager.

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 23.7 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 138.8 million systems worldwide. Since its launch at the end of 2004, over 52.9 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 27 million accounts have registered to PlayStation

Network, the free-to-access interactive environment, and over 560 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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