



FOR IMMEDIATE RELEASE

**DIGITAL COMICS FOR PSP® (PLAYSTATION®PORTABLE)
AVAILABLE ON PLAYSTATION®STORE THIS DECEMBER**

*Offering a Variety of Exciting Titles from 11 Publishers at Launch to
Further Enhance the PlayStation® Experience Available Through PlayStation®Network*

Tokyo, September 24, 2009 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today introduced a digital comics service for PSP® (PlayStation®Portable) handheld entertainment system. Starting December 2009^{*1}, the service will be available in Japan on the PlayStation®Store.

Digital comics will be available for download in the new “Comics” category within the PlayStation Store, and the service will launch with titles from leading publishers, such as ASCII MEDIA WORKS Inc., BANDAI VISUAL CO., LTD., ENTERBRAIN, INC., FUJIMI SHOBO CO., LTD., Futabasha Publishers Ltd., HAKUSENSHA INC., KADOKAWA GROUP PUBLISHING CO., LTD., KODANSHA Ltd., SHOGAKUKAN INC., SHUEISHA Inc., SQUARE ENIX CO., LTD.^{*2}, with more to follow.

The new service, accessible on all PSP models, including PSP-1000, PSP-2000 and PSP-3000, as well as on the newly introduced PSP® (PlayStation®Portable)go (PSP-N1000) which will be released on November 1 in Japan, will allow users to enjoy digital comics anytime, anywhere, through the vibrant widescreen LCD on the PSP system.

SCEJ will vigorously promote the expansion of the PSP platform and continue to offer a variety of interactive digital entertainment through PlayStation Network.

*1 Users can download digital comic content from PlayStation Store by directly accessing from PSP or by using Media Go application for PC. The content cannot be downloaded to PlayStation®3.

*2 Company names in alphabetical order.

* Users will need to update their PSP to the latest system software and download the digital comic viewer to their PSP to enjoy the content.

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 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, SCEI is an independent business unit of the Sony Group.

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