



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
“PSP® (PLAYSTATION®PORTABLE) VALUE PACK” AS A LIMITED
OFFER FOR THE HOLIDAY SEASON**

*Available at 19,800 yen, “PSP Value Pack” Comprises a PSP-3000
In Piano Black, Pearl White, Vibrant Blue or Radiant Red
And Highly Popular Accessories for Enjoying Entertainment on the Go*

Tokyo, November 4, 2009 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that a “PSP® (PlayStation®Portable) (PSP-3000) Value Pack” will become available on December 3, 2009, as a limited time offer for the holiday season at a recommended retail price of 19,800 yen (including tax).

The bundle pack will include the PSP handheld entertainment system (PSP-3000) in Piano Black, Pearl White, Vibrant Blue or Radiant Red color, a 4GB Memory Stick PRO Duo™ (Mark2), a pouch and a cloth. With this new offering, users will be able to store plenty of games, video^{*1} and upcoming digital comics^{*2} downloadable from PlayStation Store as well as their personal music and photos on the 4GB Memory Stick to enjoy entertainment on the go.

For the holiday season and beyond, more and more exciting software titles are scheduled for release from third party developers and publishers as well as from SCE Worldwide Studios including *WORLD SOCCER Winning Eleven 2010* from Konami Digital Entertainment Co., Ltd., *PHANTASY STAR PORTABLE 2* from SEGA CORPORATION, *KINGDOM HEARTS Birth by Sleep* from SQUARE ENIX CO., LTD., *MOBILE SUIT GUNDAM Gundam VS. Gundam NEXT PLUS* from NAMCO BANDAI Games Inc., *BLEACH Soul Carnival 2*, *Everybody’s Tennis Portable* and *Little Big Planet Portable* from SCE.

SCEJ continues to expand its offerings in the market and creates a new world of computer entertainment for the PSP system with these new bundle packs and the line-up of upcoming software titles for the holiday season.

* 1 Anime content are available for download on PlayStation Store. New content such as music videos, movies and drama series will become available on PlayStation Store from November and after.

*2 Digital comics will become available on PlayStation Store this December.

Product Outline

“PSP® (PlayStation®Portable) Value Pack”

Product name	PSP® (PlayStation®Portable) Value Pack			
Product color	Piano Black	Pearl White	Radiant Red	Vibrant Blue
Product code	PSPJ-30008	PSPJ-30009	PSPJ-30010	PSPJ-30011
Release date	December 3, 2009			
Recommended retail price	19,800 yen (including tax)			
Included	<ul style="list-style-type: none"> ▪ PSP® x 1 ▪ 4GB Memory Stick PRO Duo™ (Mark2) x 1 ▪ Pouch* x 1 ▪ Cloth x 1 ▪ AC adaptor x 1 ▪ Battery pack (1200mAh) x 1 			

* The design is different from the separately sold PSP® Pouch (SCZM-92078/ 92079/ 92080/ 92081).

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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Memory Stick PRO Duo is a trademark of Sony Corporation.

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