



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN INTRODUCES
PSP® (PLAYSTATION®PORTABLE) IN NEW BLOSSOM PINK COLOR**

New Blossom Pink PSP (PSP-3000) to Hit Japanese Market This March

At 16,800 yen as a Limited Offer

Tokyo, January 6, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that PSP® (PlayStation®Portable) (PSP-3000) handheld entertainment system will come in a new Blossom Pink color, to become available on March 4, 2010, as a limited offer at a recommended retail price of 16,800 yen (including tax).

With the introduction of the new elegant Blossom Pink color that conjures the image of the blooming flowers, users will be able to select from a wider selection to match their life-style, fashion or preferences to enjoy entertainment on the go.

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

Product Outline

Product name	PSP® (PlayStation®Portable)
Product color	Blossom Pink
Product code	PSPJ-30013
Release date	March 4, 2010
Recommended retail price	16,800 yen (including tax)
Included	<ul style="list-style-type: none">▪ PSP® (PSP-3000) x 1▪ AC adaptor x 1▪ Battery pack (1200mAh) x 1

2-2-2-2 SCEJ introduces PSP® in a New Blossom Pink color

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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