

Sony Computer Entertainment Asia

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FOR IMMEDIATE RELEASE

SONY COMPUTER ENTERTAINMENT ASIA STARTS ITS PLAYSTATION® BUSINESS IN SOCIALIST REPUBLIC OF VIETNAM

*PlayStation®3, PlayStation®2 and PSP® (PlayStation®Portable) First Hit
Vietnamese Market on 16th January, 2010*

Hồ Chí Minh, Socialist Republic of Vietnam, 16th January, 2010 – Sony Computer Entertainment Asia (SCE Asia) today announced that the company will initiate the PlayStation® business in Socialist Republic of Vietnam on 16th January, 2010, making the world's popular computer entertainment systems and services available to the PlayStation fans and consumers in the country. Vietnam will be the 8th country and region in the SCE Asia territories.

Along with the initiation of the PlayStation business in Vietnam, SCE Asia will introduce to the market, PlayStation®3 (PS3™) (CECH-2006A) (body color: charcoal black) computer entertainment system featuring an extremely streamlined form factor with a 120GB Hard Disk Drive (HDD), PlayStation®2 (SCPH-90006CB) computer entertainment system, the world's most selling computer entertainment system and PSP® (PlayStation®Portable) (PSP-3006) handheld entertainment system. The PS3, PlayStation 2 and PSP system will become available in stores from 16th January, 2010, at very attractive suggested retail prices of VND 9,990,000, VND 4,490,000 and VND 5,990,000 respectively (including tax). With the launch of the PlayStation platforms, users in Vietnam will be able to enjoy a wide variety of entertainment content including games, music and movies on the favorite entertainment systems.

The PS3 system (CECH-2006A) offers the cutting-edge features and functions such as the ability to enjoy high-definition Blu-ray™ disc (BD) movies and PS3 games as well as connecting the Internet. The model "CECH-2006A" is the latest PS3 system with 120GB HDD which allows users to store many of entertainment content such as games, music, photos and movies. While inheriting the sleek curved body design of the original model, the form factor of the new PS3 system features a new meticulous design with textured surface finish, giving an all new impression and a casual look.

The PlayStation 2 system (SCPH-90006CB) has sold more than 140 million sell-in units worldwide*¹ since it launched in 2000, making it the most popular system in gaming industry history. During its lifespan, PlayStation 2 not only has pushed video gaming to the forefront of entertainment, but it also introduced the concept of an entertainment system becoming a hub in

the living room.

The PSP system (PSP-3006) has been gaining enthusiastic support from users worldwide. Offering the highest-level contrast ratio, response time, and wider color gamut possible on a portable LCD screen, the PSP system is capable of displaying movies and photos in more natural and vibrant colors on its high resolution 4.3 inch wide screen. The LCD screen adopts an anti-reflection technology, which enables users to see the screen more clearly in well-lit places, even when used outdoors. PSP-3006 will be available in Piano Black and Pearl White.

Along with a vast line-up of attractive and exciting entertainment content with the PS3, PlayStation 2 and PSP, SCE Asia will continue to further expand the PlayStation platforms and create a new world of computer entertainment in Asian countries and regions.

To celebrate the launch of PlayStation new products, there will be a **1st day launch event** on Saturday, 16th January, 2010 the customer can get premiums for purchase of PlayStation product.

1st day launch event

Date: Saturday, 16th January, 2010

Venue: **Nguyen Kim Electronics Mall**, District 1, Ho Chi Minh City, Vietnam

Please visit <http://asia.playstation.com/> for more details.

*1 Sell-in numbers as of end September 2009

About Sony Computer Entertainment Asia:

Sony Computer Entertainment Asia is a division company of Sony Computer Entertainment Inc. responsible for sales and marketing activities of PlayStation® products in Hong Kong, Indonesia, Malaysia, Singapore, South Korea, Taiwan, Thailand and Vietnam.

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Media Contact: Sony Computer Entertainment Hong Kong Ltd. <http://asia.playstation.com/>

Jacqueline Chiu

Tel: 2302 5543 E-mail: SCEH.promotion@sceh.sony.com.hk