



**FOR IMMEDIATE RELEASE**

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE  
“PSP® (PLAYSTATION®PORTABLE)  
JILL STUART ‘SWEET LIMITED PACKAGE’”**

*Available at 21,000 yen, the Limited-Edition Package Includes the New Blossom Pink PSP-3000 system, a Special Pouch and a Cleaning Cloth Designed by JILL STUART and 4GB Memory Stick PRO Duo™ (Mark2)*

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**Tokyo, February 2, 2010** – 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) JILL STUART ‘Sweet Limited Package’” will become available on March 4, 2010, to coincide with the release of the new Blossom Pink PSP system<sup>\*1</sup>. Produced in collaboration with JILL STUART<sup>\*2</sup>, a highly popular women’s fashion brand from Sansei-International Co. Ltd., the special package will be a limited offer at a recommended retail price (RRP) of 21,000 yen (including tax).

“PSP JILL STUART ‘Sweet Limited Package’” comprises the PSP handheld entertainment system (PSP-3000) in an elegant Blossom Pink color, a special pouch and a cleaning cloth both designed specifically for the bundle pack by JILL STUART and a 4GB Memory Stick PRO Duo™ (Mark2). The special PSP pouch comes in a champagne-gold color with crystal embedded shoulder chain strap, allowing users to coordinate with their outfit and carry around their PSP more fashionably. The glittering silver JILL STUART logo is printed on the cleaning cloth as well as on the package with pink crystal motif design.

Concurrently with the release of “PSP JILL STUART ‘Sweet Limited Package’”, SCEJ will also release a “PSP® (PlayStation®Portable) Value Pack” comprising the PSP-3000 system in Blossom Pink, Piano Black or Vibrant Blue color, a 4GB Memory Stick PRO Duo (Mark2), a pouch and a cloth, as a limited offer at a RRP of 19,800 yen (including tax). By offering the new bundle packs in three different color variations for the PSP system, users will

be able to select their favorite color and enjoy entertainment on the go anytime, anywhere with the PSP system.

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.

\*1 Stand-alone Blossom Pink PSP is available only for a limited offer.

\*2 JILL STUART official website: <http://www.jillstuart.jp/contents.html>

### **Product Outline**

“PSP® (PlayStation®Portable) JILL STUART ‘Sweet Limited Package’”

Product name	PSP® (PlayStation®Portable) (PSP-3000) JILL STUART ‘Sweet Limited Package’		
Product color	Blossom Pink		
Product code	PSPJ-30013		
Release date	March 4, 2010		
Recommended retail price	21,000 yen (including tax)		
Included	<ul style="list-style-type: none"> <li>▪ PSP® (PSP-3000) x 1</li> <li>▪ Memory Stick PRO Duo™ (Mark2) 4GB x 1</li> <li>▪ Original pouch x 1</li> <li>▪ Original cleaning cloth x 1</li> <li>▪ AC adaptor x 1</li> <li>▪ Battery pack (1200mAh) x 1</li> </ul>		
Official website	<a href="http://www.jp.playstation.com/psp/blossom_pink/">http://www.jp.playstation.com/psp/blossom_pink/</a>		

“PSP® (PlayStation®Portable) Value Pack”

Product name	PSP® (PlayStation®Portable) (PSP-3000) Value Pack		
Product color	Blossom Pink	Piano Black	Vibrant Blue
Product code	PSPJ-30014	PSPJ-30008	PSPJ-30011
Release date	March 4, 2010 <sup>*1</sup>		
Recommended retail price	19,800yen (including tax)		
Included	<ul style="list-style-type: none"> <li>▪ PSP® (PSP-3000) x 1</li> <li>▪ Memory Stick PRO Duo™ (Mark2) 4GB x 1</li> <li>▪ Pouch x 1<sup>*2</sup></li> <li>▪ Cleaning cloth x 1</li> <li>▪ AC adaptor x 1</li> <li>▪ Battery pack (1200mAh) x 1</li> </ul>		

\*1 Value Packs with Piano Black/ Vibrant Blue PSP were previously released on December 3, 2009.

\*2 The design is different from the separately sold PSP Pouch (SCZM-92078/ 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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