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**SONY COMPUTER ENTERTAINMENT TO INTRODUCE
PLAYSTATION® “LOGO LICENSING PROGRAM”**

PlayStation Brand to be Enhanced with New Merchandise from Official Licensing Program

Tokyo, July 27, 2010 – Sony Computer Entertainment Inc. (SCE) today announced the introduction of PlayStation® “Logo Licensing Program” targeted for variety of lifestyle products from apparel to everyday items as part of the Official Licensing Program.

Licensees who enter into an agreement with SCE through the “Logo Licensing Program” will be able to design their product using the PlayStation logos and or the iconic △ ○ × □ marks. The program is applicable to a variety of lifestyle products such as apparel, accessories, house wares and more. Furthermore, SCE will provide “Official Licensed Product logo” to be used on product packages, proving that the products comply with the guideline and have been approved by SCE. Further details on the “Logo Licensing Program” are available on the official site (http://www.scei.co.jp/olp/index_e.html). With the help of third party companies, SCE will enrich the licensed product line-up and deliver various quality lifestyle products that will make the PlayStation brand more accessible than ever.

The Official Licensing Program for PlayStation peripherals and accessories was introduced in June 2009 and has contributed to delivering a richer PlayStation experience to users by offering more than 123 items from 45 licensees* who have joined the program. With this new initiative, SCE will further expand the Official License Program and continue the strategy to vigorously promote various measures for PlayStation.

* Numbers as of June 2010.

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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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