



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
“PLAYSTATION®3 HDD RECORDER PACK 320GB”**

*Available for a Limited Offer from November 18, 2010
at a Recommended Retail Price of 39,980 yen*

Tokyo, October 5, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced the introduction of “PlayStation®3 (PS3®) HDD Recorder Pack 320GB” comprising a PS3 computer entertainment system with 320GB hard disk drive (HDD) (body color: “Charcoal Black”) and “torne™,” digital terrestrial tuner and application for the PS3 system. The new bundle pack will become available for a limited offer on November 18, 2010, in Japan at a very attractive recommended retail price (RRP) of 39,980 yen (including tax).

SCEJ will also introduce “USB Cable 2.8m” on December 16, 2010, in Japan at a RRP of 500 yen (including tax). The length of this USB cable is longer than those USB cable bundled in the PS3 system^{*1}, allowing users to maintain one’s distance from the TV and comfortably operate the system even when the Wireless Controller (DUALSHOCK®3 or SIXAXIS®) is connected to the PS3 system for charging.

Through the introduction of this new bundle pack and peripheral, SCEJ will continue to further expand the PS3 platform and create a new world of computer entertainment that is only possible on PlayStation.

*1 The USB cable bundles in the PS3 system is 1.5m.

Product Outline

PlayStation®3 HDD Recorder Pack 320GB

Product name	PlayStation®3 HDD Recorder Pack 320GB
Product code	CEJH-10013
Release date	Thursday, November 18, 2010
Recommended Retail Price	39,980 yen (including tax)
Included	<ul style="list-style-type: none"> •PlayStation®3 (color: Charcoal Black) × 1, hard disk drive capacity 320GB •“torne™” •DUALSHOCK®3 Wireless Controller × 1 •Power cord × 1 •AV cable × 1 •USB cable (1.5m) × 1

Note: This product is not compatible with PlayStation®2 games.

USB Cable 2.8m

Product name	USB Cable 2.8m
Product code	CECH-ZUC1
Release date	Thursday, December 16, 2010
Recommended Retail Price	500 yen (including tax)
Supported Hardwares	PlayStation®3 and PlayStation®3 peripherals PSP® (PlayStation®Portable) (PSP-1000/2000/3000 series)
Specification	Mini-B – A type, USB2.0

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.

###

PlayStation, PS3, PSP, DUALSHOCK and SIXAXIS are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.