



**SONY COMPUTER ENTERTAINMENT JAPAN TO EXPAND
MOVIE CONTENT LINE-UP ON PLAYSTATION®STORE
THIS WINTER SEASON**

PlayStation®Store to Launch “Win a Hollywood Premium Goods” Campaign Today

Tokyo, December 15, 2010 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will further expand its PlayStation®Network video content category, with more films from major Hollywood studios set to debut this winter, complementing more than 1,500 titles with 5,000 episodes already available on PlayStation®Store *¹.

PlayStation Network currently offers films from Paramount Pictures, Sony Pictures Home Entertainment, Walt Disney Studios, and Warner Bros. Entertainment Inc., and with the addition of Twentieth Century Fox Home Entertainment LLC and NBC Universal International Television Distribution in January 2011, PlayStation Network will deliver unparalleled entertainment experiences with vast line-up of films from the major Hollywood studios.

For this calendar year, a variety of movie content will be available for the PlayStation®3 (PS3®) computer entertainment system and PSP® (PlayStation®Portable) handheld entertainment system in the form of electronic sell through *² or rental *³. Available titles include “Inception” released in Blu-ray/DVD format on December 7 and will be available for rental on December 21, “Resident Evil: Afterlife” that will become the first stereoscopic 3D movie to be released on PlayStation®Store, and many other exciting titles like “The Bourne Identity,” “PREDATORS” “Toy Story 3,” and “Up In The Air.”

To commemorate the expansion of the video category, SCEJ will feature promotions within PlayStation Store starting December 15, where users can win premium goods from Hollywood studios.*

SCEJ will continue to create richer computer entertainment world that is only possible on PS3, PSP integrated by broadband network environment.

*1 As of December 1 2010

*2 Users who buy a movie/video can enjoy the content with no restrictions on the length of time it is played. Content downloaded to the PS3 system can be moved to registered PSP system that uses the same PlayStation Network account. Content downloaded to the PSP system can also be moved to the PS3 system.

*3Users who rent a movie/video have 30 days to watch the content. Once content playback is started, users have a full 48hours to enjoy their rental. Content downloaded to the PS3 system can be moved to registered PSP system that uses the same PlayStation Network account. Content downloaded from the PSP system can also be moved to the PS3 system.

* Users will need to update their PS3/ PSP to the latest system software to enjoy the service.

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

Features of PlayStation®Store movie content

Can be viewed from both PS3 and PSP	For SD version, users can watch video contents purchased or rented on both PS3 and PSP using the same account.
HD quality	Users can enjoy movie contents in HD version on PS3. (Some content may not be available in HD)
3D stereoscopic	Users can view 3D stereoscopic movie contents on PS3
Preview function	Users can watch preview images before purchase or rental on PlayStation Store
Rich line-up	Users can enjoy varied genres of video contents such as movie, drama, anime, music clip and featured variety. As of December 1, PlayStation Store offer a line-up of more than 1500 titles with 5000 episodes.

*Hollywood premium goods campaign

Outline	Among those who buy select Hollywood studio films, 150 users will be selected by lottery to win Hollywood premium goods(not for sale)
Term	December 15 2010-January 5 2011
Present	Sony Pictures Home Entertainment: "Resident Evil : Afterlife" poster and other premium goods not for sale. Warner Bros. Entertainment Japan Inc.: "Inception" mobile pack and other premium goods not for sale. Walt Disney Studios: "Toy Story 3" original key chains and other premium goods not for sale.
Official site	https://www.jp.playstation.com/psn/store/2010campaign/

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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