



**FOR IMMEDIATE RELEASE**

**PSP® (PLAYSTATION®PORTABLE) SYSTEM NOW OFFERS UNRIVALED ENTERTAINMENT VALUE FOR \$129.99**

*Featuring a Robust Entertainment Offering, Expansive Software Library and Accessibility to PlayStation®Network, the PSP system Continues to Deliver Great Value to Consumers*

**FOSTER CITY, Calif., February 25, 2011** – Sony Computer Entertainment America LLC (SCEA) today announced the PSP® (PlayStation®Portable) system will be available for \$129.99 (MSRP) starting February 27, 2011. Since launching in 2005, the PSP system has sold more than 23 million\* units in North America and 67.8 million worldwide, offering more than 590 engaging titles in North America as well as access to a vast selection of downloadable content from PlayStation®Network. In addition to the new price point, 13 new games will be added to the PSP “Greatest Hits” and \$9.99 “Favorites” software collections, further delivering upon the PSP system’s incredible entertainment value.

“The PSP system set the standard for complete portable entertainment and continues to be the premiere destination for gamers on-the-go,” said Tim Bender, Senior Vice President, Sales, SCEA. “Nearly six years after its initial launch, demand for the PSP remains strong. This new price point enables us to broaden the PSP platform to a larger group of consumers who are looking for best-in-class handheld entertainment.”

As part of the PSP system’s extensive software catalogue are its “Greatest Hits” and “Favorites” collections. Available for \$19.99 (MSRP), Greatest Hits titles have surpassed an impressive sales threshold and represent the highest caliber of quality software available on the PSP system. With nearly 70 titles to date, two of the latest additions include *Assassin’s Creed® Bloodlines™* (Ubisoft), *DISSIDIA® FINAL FANTASY®* (Square Enix, Inc.), *LittleBigPlanet (PSP®)*, *METAL GEAR SOLID®: PEACE WALKER* (Konami Digital Entertainment, Inc.),



*SCEA Announces PSP® System Now Offers Unrivaled Entertainment Value For \$129.99*  
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*Ratchet & Clank®: Size Matters, Resistance: Retribution™, and Toy Story 3: The Video Game*  
(Disney Interactive).

Favorites titles, valued at \$9.99 (MSRP), offer some of the PSP system's most popular games at an incredible price. New PSP Favorites titles include *CRISIS CORE® -FINAL FANTASY® VII* (Square Enix, Inc. ), *Daxter®*, *Monster Hunter Freedom Unite™* (Capcom), *Killzone®: Liberation*, *SOCOM U.S. Navy SEALs: Fire Team Bravo*, and *Tomb Raider® Anniversary* (Square Enix, Inc.).

Acclaimed for being the first truly integrated handheld entertainment system, the PSP system continues to deliver unparalleled gaming experiences only possible on the PSP platform while offering a wide variety of affordable entertainment options to consumers.

### **About Sony Computer Entertainment America LLC**

Sony Computer Entertainment America LLC continues to redefine the entertainment lifestyle with its PlayStation® and PS one® systems, the PlayStation®2 system, the PSP® (PlayStation®Portable) system, the ground-breaking PlayStation®3 (PS3™) system and its online and network services the PlayStation®Network and PlayStation®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC markets the PlayStation family of products and develops, publishes, markets, and distributes software for the PS one, PlayStation 2, PSP and PS3 systems for the North American market. Based in Foster City, California, Sony Computer Entertainment America LLC serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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*\*Cumulative sell-in number for North American market as of end of December, 2010*

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