



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE  
“PLAYSTATION®3 HDD RECORDER PACK 320GB”  
AS A LIMITED OFFER AT 35,980 YEN**

*Recorder Pack with Charcoal Black PlayStation®3 (PS3®) Available from March 1, 2011  
and the Same Package with “Classic White” color Available from March 10  
PS3 Promotion Campaign to be Launched Simultaneously, Offering Users a Chance to win  
Popular Blue-ray Disc Movie*

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**Tokyo, February 28, 2011** – 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” for a limited offer at an attractive recommended retail price (RRP) of 35,980 yen (including tax). “PS3 HDD Recorder Pack 320GB Classic White” with Classic White PS3 will also be available from March 10 for a limited offer at the same RRP of 35,980 yen (including tax).

Along with these attractive offerings, SCEJ will launch a PS3 promotion campaign from March 10 to April 17 to further promote the high quality movie playback features of the PS3 system including digital terrestrial broadcast recording through “torne™” and Blue-ray disc playback capability. Through this campaign, among those who buy PS3, 10,000 people will have a chance to win one favorite Blue-ray Disc movie from select 20 popular titles.

Through this campaign, SCEJ will continue to further expand the PS3 entertainment experience to many users.

2-2-2-2 SCEJ to Introduce Limited Offer “PlayStation®3 HDD Recorder Pack 320 GB” at an Attractive Price of 35,980 Yen

## **Product Outline**

### **PlayStation®3 HDD Recorder Pack 320GB**

Product name	PlayStation®3 HDD Recorder Pack 320GB
Product code	CEJH-10013
Recommended Retail Price	35,980 yen (including tax) ※Starting March 1
Included	<ul style="list-style-type: none"> <li>•PlayStation®3 (color: Charcoal Black) × 1, hard disk drive capacity 320GB</li> <li>•“torne™” × 1</li> <li>•DUALSHOCK®3 Wireless Controller × 1</li> <li>•Power cord × 1</li> <li>•AV cable × 1</li> <li>•USB cable ×1</li> </ul>

### **PlayStation®3 HDD Recorder Pack 320GB Classic White**

Product name	PlayStation®3 HDD Recorder Pack 320GB Classic White
Product code	CEJH-10016
Release date	Thursday, March 10, 2011
Recommended Retail Price	35,980 yen (including tax)
Included	<ul style="list-style-type: none"> <li>•PlayStation®3 (color: Classic white) × 1, hard disk drive capacity 320GB</li> <li>•“torne™” × 1</li> <li>•DUALSHOCK®3 Wireless Controller × 1</li> <li>•Power cord × 1</li> <li>•AV cable × 1</li> <li>•USB cable ×1</li> </ul>

Note: Both products are not compatible with PlayStation®2 games.

## **Features of PS3 promotion campaign**

Term	March 10, 2011-April 17, 2011
Outline	Among those who buy PS3 during PS3 promotion campaign, 10,000 users will have a chance to win one Blue-ray Disc movie from select 20 titles.
Product	PlayStation®3 (including PS3 HDD recorder pack) ※excludes the used.
Application	<p>Please access the official site which will open from March 10, 2011. Fill in the application form, with necessary information including application code to be handed out at the retailers where you buy PS3 during the campaign.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/>Winners will receive the prize without prior announcement.</li> <li><input type="checkbox"/>applicable one time per one applicant.</li> <li><input type="checkbox"/>Please refer to the official site for other information and remarks with regards to the campaign.</li> <li><input type="checkbox"/>The number of application cards is limited. Some retailers may stop distributing the application, even in during campaign.</li> <li><input type="checkbox"/>Some retailers may not run this campaign.</li> </ul>
Official site	(PC) <a href="http://pscom.jp/imadaPS3">http://pscom.jp/imadaPS3</a> (Mobile) <a href="http://www.jp.playstation.com/i/ps3/imada/">http://www.jp.playstation.com/i/ps3/imada/</a>
Information	03-3545-8411 [March 10 to April 17, 2011 10:00~18:00 <input type="checkbox"/> excludes weekend and national holidays]

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### **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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