



Gaming on the go at a new price point: PSP™ (PlayStation® Portable) available for just €129.99RRP

Offering unbeatable value for money portable gaming experiences, PSP™ is now available for just €129.99RRP, with top games starting from €9.99*

Sony Computer Entertainment Europe (SCEE) today announced a new price for the PSP™ (PlayStation® Portable) handheld entertainment system. From 8 April 2011, the recommended retail price of PSP will be just **€129.99RRP**, offering incredible value for money gaming and entertainment on the go.

With a host of top titles starting from just €9.99*, PSP owners can give their games collection a big boost at an affordable price with PSP™ Essentials. The collection has something for everyone, from joyous adventures with the bright and colourful LocoRoco's in LocoRoco™ 2, to underground street racing in Need For Speed™ Underground Rivals to snacking on a compilation of the best minis titles in Mega minis 1, 2 & 3 coming to the PSP Essentials collection this April. And with the PSP™ Platinum catalogue featuring some of the most popular games ever to grace a portable console from just €19.99**, gaming on the go has never been more accessible. Take karting to crazy new heights with Modnation™ Racers, or join Kratos on his merciless quest to uncover his origins in God of War®: Ghost of Sparta.

PSP delivers hours of entertainment via PlayStation®Network (PSN) letting users join in and play online for free. PSP owners registered to PlayStation Network can enjoy a wide range of online content and services from on-line gaming, to downloading games, minis, PS one™ classics, free demos, trailers, and add-ons, and more from PlayStation®Store. In addition, users can download and take their favourite brand new releases and all time classic movies from the Video Store of PlayStation®Store access all of their content on the go with Media Go and keep in touch with their friends on Skype™ and more.

Furthermore, starting on April 14, through their PSN ID, PSP owners can now access Music Unlimited powered by Qriocity™, a new, cloud-based, digital music service which lets music lovers listen to millions of songs and easily discover new music from major and independent labels from around the world***. By studying users' listening habits and incorporating their preferences, Music Unlimited powered by Qriocity delivers dozens of personalized music channels uniquely tailored to their tastes. PSP owners can also enjoy a common and synchronized music experience on their PlayStation®3 computer entertainment systems as well as PCs and other network-enabled Sony devices without the need to manage or transfer music files.

Isabelle Tomatis, European Hardware and Platforms Marketing Manager, SCEE commented: "PSP continues to offer a total entertainment package at unbeatable prices. The console's new recommended retail price, complimented by a whole host of affordable games in the Essentials, Platinum and minis collections, opens up a world of portable gaming for less – particularly for our younger audiences. Along with the entertainment services available to all PSP owners on PlayStation Network, there is no better value portable entertainment system around."

PSP is the affordable entertainment system that puts a whole world of games, movies and music in your hands – get yours now – new RRP of €129.99 applies from 8 April. To find out more, visit www.eu.playstation.com.

* Manufacturer's recommended retail price for Sony Computer Entertainment "Essential" titles on Universal Media Disc. Other publishers may recommend different prices. Actual retail prices will vary. Titles also available for download from the PlayStation®Store – visit PlayStation®Store for prices.

** Manufacturer's recommended retail price for Sony Computer Entertainment "Platinum" titles on Universal Media Disc. Other publishers may recommend different prices. Actual retail prices will vary. Titles also available for download from the PlayStation®Store – visit PlayStation®Store for prices.

*** Currently accessible on PSP handheld entertainment systems in WiFi network environments

ENDS

Please contact your local PR Manager

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PlayStation 3 in November 2006, 47.9 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 150 million systems worldwide. Since its launch at the end of 2004, over 67.8 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, more than 75 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 1.43 billion items have been downloaded.

More information about PlayStation products can be found at www.playstation.com.

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

SONY
make.believe