



**FOR IMMEDIATE RELEASE**

**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE  
DUALSHOCK®3 IN NEW “URBAN COMOUFLAGE” COLOR**

*Available on November 17, 2011, at a Recommended Retail Price of 5,500 yen (including tax)*

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**Tokyo, September 6, 2011** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc., responsible for business operation in Japan, today announced that it will release a new “Urban Camouflage” color for DUALSHOCK®3 Wireless Controller for the PlayStation®3 computer entertainment system on November 17, 2011, for a limited offer at a recommended retail price (RRP) of 5,500 yen (including tax).

DUALSHOCK 3 Wireless Controller in the new “Urban Camouflage” color is perfect for the first-person shooter fans. Users can easily immerse themselves in action with software titles like: *METAL GEAR SOLID HD EDITION* and *METAL GEAR SOLID PEACE WALKER HD EDITION* to be released in November, 2011, from Konami Digital Entertainment Co., Ltd. and *Call of Duty Modern Warfare 3* to be released on November 17<sup>th</sup>, 2011 from Square Enix Co., Ltd. .

SCEJ will continue to further expand the PS3 platform along with attractive peripherals and create a world of computer entertainment that is only possible on PS3.

## **Product Outline**

Product name	DUALSHOCK®3 Wireless Controller
Product code	CECH-ZC2J CM/Urban Camouflage
Release date	November 17, 2011
Recommended retail price	5,500 yen (including tax)

### **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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