



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
NEW COLOR VARIATIONS FOR THE PLAYSTATION®3 AND
PSP® (PLAYSTATION®PORTABLE) SYSTEMS**

*“Splash Blue” and “Scarlet Red” PlayStation®3 System with 320GB HDD and
“Red/Black” PSP® (PlayStation®Portable) Value Pack Available from November 17, 2011*

Tokyo, September 14, 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®) system with 320GB HDD in a new “Splash Blue” and “Scarlet Red” color, available at a recommended retail price (RRP) of 29,980 yen (including tax). SCEJ also announced the introduction of “PSP® (PlayStation®Portable) Value Pack” featuring a PSP system in a new “Red/Black” colors, available at RRP of 17,800 yen (including tax). Further enriching the holiday seasons, both of the offerings will become available from November 17, 2011, for a limited offer.

The new “Splash Blue” PS3 system comes in a fresh metallic blue color that resembles a splashing water or the ocean while the “Scarlet Red” PS3 comes in a vibrant metallic red color that resembles a glaring sun or a flame. Matching perfectly with the PS3 system, DUALSHOCK®3 Wireless Controller included in the bundle will also come in these special colors.

The “PSP® (PlayStation®Portable) Value Pack” announced today will consist of a PSP system in a new metallic touch “Red/Black” colors, 2GB MemoryStick PRO DUO™ (Mark2), a special pouch in the same colors as the PSP system and a cleaning cloth. Users will be able to enjoy PSP immediately out of the box with all the necessary accessories included in one pack.

SCEJ will continue to further expand the PlayStation® platform with an enhanced line-up of PlayStation hardware, along with upcoming exciting new titles from first party and third party developers and publishers.

Product Outline

PlayStation®3 “Splash Blue”/“Scarlet Red”

Product name	PlayStation®3
Product code	CECH-3000B SB/ CECH-3000B SR
Release date	November 17, 2011
Recommended retail price	29,980 yen (including tax)
Included	<ul style="list-style-type: none"> •PlayStation®3× 1, hard disk drive capacity 320GB •DUALSHOCK®3 Wireless Controller × 1 •Power cord × 1 •AV cable × 1 •USB cable ×1

* This system does not support playback of PlayStation®2 games.

PSP® (PlayStation®Portable) (PSP-3000) Value Pack

Product name	PSP® (PlayStation®Portable) (PSP-3000) Value Pack
Product color/ Product code	Red/Black (PSPJ-30026)
Release date	November 17, 2011
Recommended Retail Price	17,800 yen (including tax)
Included	<ul style="list-style-type: none"> •PSP® (PlayStation®Portable) × 1 •MemoryStick PRO DUO™ (Mark2) 2GB × 1 •Pouch × 1 •Cleaning cloth × 1 •AC adaptor × 1 •Battery pack (1200mAh) ×1

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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