



**SONY COMPUTER ENTERTAINMENT JAPAN
LAUNCHES PLAYSTATION®PORTABLE IN NEW COLOR**
*PlayStation®Portable Value Pack “Ceramic White” to Become Available
on September 15th in Japan*

Tokyo, July 21, 2005 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that PlayStation®Portable (PSP®) handheld entertainment system would become available in new color, “Ceramic White”, beginning Thursday, September 15th 2005 at a suggested retail price of 24,800 yen excluding tax (26,040 yen including tax) for the Japanese market.

Since its Japanese launch in December 2004, PSP has established its position as the new style of handheld entertainment system. Its cumulative shipment has reached more than 5 million units worldwide as of today. With its highest quality resolution and dynamic sound, unparalleled in mobile systems, to enjoy games, music, and movies anytime, anywhere, PSP has gained huge support from broad range of consumers.

To provide more fun as a personal system, SCEJ will introduce various new colors for PSP and its accessories. As the first of such color variations, SCEJ will release PSP Value Pack in “Ceramic White”. It will contain PlayStation Portable, AC adaptor, battery pack, Memory Stick Duo™ (32MB), headphones with remote control, pouch & hand strap in one box. By adding this new popular color, SCEJ aims to expand the market.

In addition to this new color PSP Value Pack, pouch & hand strap and accessory pouch & cloth (white) will also be sold separately.

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System software for PSP will also be update to version 2.00 on July 27th on the SCEI official website. With this update, the various additional features such as installation of the internet browser which allows users to have the internet access available to make PSP a more attractive entertainment system.

SCEJ will continue to expand PlayStation®, PlayStation®2 and PlayStation Portable platforms and will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

*For more details on PlayStation Portable System Software Update, please visit SCEI official website at <http://www.playstation.jp/psp>.

Product Outline

Product Name	PlayStation®Portable Value Pack
Color	Ceramic White
Product Code	PSP-1000KCW
Release Date	September 15 th , 2005 (Thursday)
Recommended Retail Price	24,800 yen (26,040 yen tax inclusive)
Included	AC adaptor Battery pack “Memory Stick Duo™” (32MB) Headphones with remote control Pouch & hand strap (White)

Separately Sold Accessories

Product Name	Pouch & Hand strap
Product Code	PSP-170W
Color	White
Release Date	September 15th, 2005 (Thursday)
Recommended Retail Price	2,000 yen (2,100 yen tax inclusive)

Product Name	Accessory pouch & Cloth
Product Code	PSP-220W
Color	White
Release Date	September 15th, 2005 (Thursday)
Recommended Retail Price	1,500 yen (1,575 yen tax inclusive)

*Design and Specification are subject to change without notice.

*PlayStation and the PlayStation logo and UMD are registered trademarks of Sony Computer Entertainment Inc.

*PSP is a trademark of Sony Computer Entertainment Inc.

*Memory Stick Duo is trademark of Sony Corporation.

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About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system and the PlayStation®Portable handheld entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

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