



PSP® (PLAYSTATION®PORTABLE) NECK AND HAND STRAPS TO BECOME AVAILABLE IN JAPAN

Tokyo, October 20, 2005 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that it would release Neck and Hand Straps for PSP® (PlayStation®Portable) as separately sold accessories on November 17, 2005 for the Japanese market.

Classy “Urban Line” with black leather and metal plate, “Elegant Line” with soft fabric and metal plate, and “Casual Line” with fabric and metal plate, will become available and users have now become able to choose a strap of their taste from the variety.

With PlayStation®, PlayStation®2 and PSP®, SCEI will continue to expand the market and create a new world of computer entertainment.

PSP® Neck/Hand Straps Product Information

Product Name	Product Code	Recommended Retail Price
Hand Strap - Urban Line	PSP-250	3,000 yen (3,150 yen tax inclusive)
Hand Strap - Elegant Line	PSP-251	2,000 yen (2,100 yen tax inclusive)
Hand Strap - Casual Line	PSP-252	1,000 yen (1,050 yen tax inclusive)
Neck Strap - Elegant Line	PSP-261	2,300 yen (2,415 yen tax inclusive)
Neck Strap - Casual Line	PSP-262	1,300 yen (1,365 yen tax inclusive)

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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 PSP® (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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