



**PSP® (PLAYSTATION®PORTABLE) CONTINUES TO EVOLVE
EXPANDING THE WORLD OF PORTABLE ENTERTAINMENT WITH
NEW PERIPHERALS, FEATURES AND SERVICES**
Base Model to Become Available in North America and Europe

Tokyo, March 15, 2006 – Sony Computer Entertainment Inc. (SCEI) announced today that it will continue to further expand the PSP® (PlayStation®Portable) platform with new attractive accessories, features and services responding to active demand throughout the world.

Since its launch in Japan in December 2004, North America in March 2005, and in Europe in September, 2005, PSP has already shipped more than 15 million units worldwide establishing its position as a new handheld entertainment platform around the world. With its overwhelming power, unparalleled in handheld systems, PSP has gained huge support from a broad range of users.

To accelerate further penetration throughout the world, a new Base Model in black color will become available in Europe from March 22, 2006, and 199 Euro/199US\$ respectively in North America end of March 2006. SCEI will also introduce Ceramic White for the base model of PSP (PSP-1000 CW) at a recommended retail price of 19,800 yen excluding tax (20,790 yen including tax) for the Japanese market.

On the software side, a series of new PSP®Game are expected to be released from third party developers, publishers and SCE Worldwide Studios around the world. Highly anticipated titles are such as *DragonBall Z: Shin, Budokai* (BANDAI CO.,LTD), *LocoRoco* (SCEI) and *MIN-NA NO CHIZU* (ZENRIN CO., LTD) in Japan, *Field Commander* (Sony Online Entertainment), *Godfather* (Electronic Arts) and *Syphon Filter* (Sony Computer Entertainment America) in North America, and *Football Manager Handheld* (Sega Europe) and *Lemmings* (Sony Computer Entertainment Europe) in Europe.

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Since its launch, PSP platform has evolved continuously with system software updates* adding new and attractive features such as internet browsing, playback and storing of high-quality video. SCEI will further continue to update the system software and expand the world of entertainment with PSP. As a next step, SCEI will newly add Macromedia® Flash® player and extend RSS Channel function which enable users to playback and save internet radio content and entertainment movies.

As part of SCEI's passion to spread the entertainment world of PSP, it has been introducing "PlayStation® Spot"* in Japan since February 2006. SCEI has now more than 150 locations at train stations, complex café and games shops where PSP users can easily enjoy various content such as trial game software for free of charge. SCEI will further extend its location base so that more PSP users could have easier access to the "PlayStation Spot".

For expanding the potential capability of PSP hardware, new camera (PSP-300) and GPS receiver (PSP-290) will be introduced from this autumn. By adding these new attractive peripherals, new features such as motion tracking technology of *Eye Toy*™, developing the new game titles by utilizing the video chat function, portable navigating system with GPS function are highly expected.

SCEI will also start a new download service offering selected popular PlayStation® format titles from the past. By reviving software assets, users will be able to enjoy exiting PlayStation titles anytime, anywhere on PSP.

SCEI aims to expand the world of entertainment with game, music and movies in the mobile entertainment arena by offering new peripherals and the continuous system software upgrades for the additional features on PSP. With PlayStation, PlayStation®2 and PSP, SCEI will create and develop a new world of computer entertainment through the fusion of game, music, movies and broadcasting.

*) For details regarding the system software update of PSP, please refer to our official website (<http://www.playstation.jp/psp>).

*) Area (spot) in which multiple PSP users can enjoy trial version data such as game demo at the same time, using wireless LAN.

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Product Information

Japan Model:

Product Name	PSP® (PlayStation®Portable)
Product Code	PSP-1000 CW
Color	Ceramic White
Recommended Retail Price	19,800 Yen
Included	PSP® hardware AC adaptor Battery pack

US Model:

Product Name	PSP® (PlayStation®Portable)
Product Code	PSP-1001
Color	Black
Recommended Retail Price	199 US Dollars
Included	PSP® hardware AC adaptor Battery pack

Europe Model:

Product Name	PSP® (PlayStation®Portable)
Product Code	PSP-1002 (for Oceania) PSP-1003 (for UK) PSP-1004 (for Europe)
Color	Black
Recommended Retail Price	199 Euros
Included	PSP® hardware AC adaptor Battery pack

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 and the PSP® (PlayStation®Portable) handheld entertainment 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 new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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"EyeToy" is a trademark of Sony Computer Entertainment Europe in Japan and covers the specification of goods for video game software.

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