



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN
TO RELEASE PSP® (PLAYSTATION®PORTABLE)
IN A NEW MINT GREEN COLOR**

Tokyo, January 9, 2008 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, today announced that it would release PSP® (PlayStation®Portable) handheld entertainment system in a new “Mint Green” color. Beginning Thursday, February 28th, 2008, “Mint Green” will become available at a recommended retail price of 19,800 yen (including tax).

“Mint Green” is offered as an additional new color to the popular “*Blume series*”, favored especially by the female users. With a lineup of seven different color variations, users will be able to choose from a broader selection of colors to match their lifestyles and preferences.

Going into 2008, more exciting new software titles for PSP will become available from third party licensees as well as SCE Worldwide Studios, including “MONSTER HUNTER PORTABLE® 2nd G” (CAPCOM CO., LTD.), “WARRIORS OROCHI” (KOEI Co., Ltd.), “WORLD SOCCER Winning Eleven UBIQUITOUS EVOLUTION 2008” (Konami Digital Entertainment Co., Ltd.), “Mobile suits Gundam; Gihren’s Greed. The fear of Axis” (NAMCO BANDAI Games Inc.), “Coded Soul”, “MyStylist” and “echochrome” (SCE WWS).

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2-2-2-2 SCEJ to Release PSP In A New Mint Green Color

SCEJ will continue to expand the PSP platform and create a new world of computer entertainment with this new color offering and more attractive game software titles.

Product Overview

PSP® (PlayStation®Portable) (PSP-2000 MG)

Product Name	PSP® (PlayStation®Portable)
Color Name	Mint Green
Product Name	PSP-2000 MG
Recommended Retail Price	19,800 yen (including tax)
Release Date	February 28 th , 2008
Included	AC Adaptor x 1 Battery pack x 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 new 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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