



Press Information
For Immediate Release

Store twice as much on your PLAYSTATION®3: New 160GB PS3™ is unveiled at Games Convention 2008

**Download more games; store more music; share more pictures; and
record more of your favourite TV and movies with PS3**

Leipzig Games Convention, 20th August 2008: Sony Computer Entertainment Europe today announced the 160GB PLAYSTATION®3 (PS3™) which will launch in the PAL markets on 31st October for a RRP of €449 in a bundle including additional PLAYSTATION®Network content. This new model has more than twice the storage capacity of the current models and can store and deliver more entertainment than ever before – perfect for people with an insatiable thirst for downloading and storing content.

This vast increase in available storage space gives owners the capacity to store large amounts of digital content in the same place, making the 160GB PS3 perfect for people who love to download. It allows for increased video, music, and photo storage as well as room to download even more games, game extras, playable demos, and trailers from PLAYSTATION®Network – making PS3 an even more attractive buy for those looking for an all-in-one entertainment system. With the new 160GB PS3, owners will have all of their media right where they need it.

Downloading content via PLAYSTATION Network is a one of the core experiences of PS3. PLAYSTATION®Store is the online destination for downloading games, extra content for games and more – all of which require hard drive space. In addition, SingStar® allows owners to download track after track from SingStore™, while Buzz!™: Quiz TV is supported by downloadable quiz packs direct from the developers. Little Big Planet™ encourages players to download and share levels that other gamers have created. Meanwhile, the forthcoming PlayTV™ will allow people to record free-to-air digital TV. There's an impressive amount of content available and multi-media fans require a storage solution for all their needs.

Besides the extra hard drive space, owners can look forward to all of the other features of PS3: the high definition Blu-ray Disc™ player allowing for amazing sound

and images, internet access, DUALSHOCK®3 wireless controllers, video chat, online play with other gamers across PLAYSTATION Network – and a stunning and ever-growing range of next-generation games including the forthcoming Resistance™2, LittleBigPlanet, MotorStorm® Pacific Rift, inFamous™ and more.

ENDS

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 14.4 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 131.3 million systems worldwide. Since its launch at the end of 2004, over 41.3 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 10 million accounts have been registered to the PLAYSTATION Network, the free-to-access interactive environment, and about 200 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

PlayStation, PLAYSTATION, DUALSHOCK, and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc. PSP is a trademark of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.