

**FOR IMMEDIATE RELEASE**

**SONY COMPUTER ENTERTAINMENT TO EXPAND  
“OFFICIAL LICENSING PROGRAM”  
FOR PLAYSTATION PERIPHERALS AND ACCESSORIES**  
*Further Enhancing the PlayStation Peripheral and Accessory Line-ups  
To Offer Richer PlayStation Experience*

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**Tokyo, June 30, 2009** – Sony Computer Entertainment Inc. (SCE) today announced the expansion of the “Official License Program” to peripheral manufacturers in Japan, Asia, North America and Europe/ PAL territories to further enhance the PlayStation peripheral and accessory line-ups and offer richer entertainment experience on the PlayStation platform.

By entering into a license agreement with SCE through this program, peripheral and accessory manufacturers will gain access to technical documentations necessary for designing and creating variety of licensed products for PlayStation platforms including PSP® (PlayStation®Portable) handheld entertainment system, PLAYSTATION®3 computer entertainment system and PlayStation®2 computer entertainment system. Furthermore, SCE will provide “Official Licensed Product logo” to be used on product packages, proving that the peripherals and accessories have been designed for each respective PlayStation platform, qualifying SCE standards and requirements. Further details on the “Official License Program” are available on the official site ([http://www.scei.co.jp/olp/index\\_e.html](http://www.scei.co.jp/olp/index_e.html)).

Through this program, SCE, with the help of third party companies, will continue to further expand the PSP (PlayStation Portable) including the newly announced PSPgo to become available this autumn, PLAYSTATION 3 and PlayStation 2 platforms and create a new world of computer entertainment that is only possible on PlayStation.




Official Licensed Product Logo

### **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 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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