



FOR IMMEDIATE RELEASE

**PSP® (PLAYSTATION®PORTABLE) AVAILABLE AT AN ATTRACTIVE
NEW PRICE OF 16,800 YEN STARTING OCTOBER 1**

Tokyo, September 24, 2009 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will reduce the recommended retail price of the PSP® (PlayStation®Portable) handheld entertainment system (PSP-3000 series) in Japan to 16,800 yen (including tax) starting October 1, 2009.

As the first handheld platform from the PlayStation® family, PSP made its debut in December 2004 and has sold more than 12 million sell-in units*¹ in the Japanese market. The new price will make the platform better value than ever for those who are seeking to buy the best portable personal entertainment system and will further accelerate the expansion of the PSP platform.

With strong support from software developers and publishers, the cumulative number of UMD® titles has reached over 900 titles*² in Japan alone. For the upcoming holiday season, many highly anticipated software titles are to be released from third-party developers and publishers as well as from SCE Worldwide Studios, including *Shin Sangokumusou 5 Special* from KOEI Co., Ltd., *Metal Gear Solid: Peace Walker* from Konami Digital Entertainment Co., Ltd., *PHANTASY STAR PORTABLE 2* from SEGA CORPORATION, *KINGDOM HEARTS Birth by Sleep* from SQUARE ENIX Co., Ltd., *GRAN TURISMO*, *Minna no Sukkiri* and *Everybody's Tennis Portable* from SCE.

With this price reduction, SCEJ will make a premium portable personal entertainment system with exciting new software titles and network services available to a wider audience just in time for the holiday season.

2-2-2-2 PSP Available at an Attractive New Price of 16,800 Yen Starting October 1

*1 Number as of end June 2009

*2 Number as of September 17, 2009, includes “the Best” series.

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, SCEI is an independent business unit of the Sony Group.

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