



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 BUNDLE PACK FEATURING FINAL FANTASY XIII**

*Ceramic White PS3 with 250GB Hard Disk Drive
And FINAL FANTASY XIII Comes in One Box*

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 a “PlayStation®3 FINAL FANTASY XIII LIGHTNING EDITION” bundle pack will be available on December 17, 2009. The bundle pack will include the PlayStation®3 (PS3®) computer entertainment system and the *FINAL FANTASY XIII* software title for PS3 and will be a limited time offer at a recommended retail price of 41,600 yen (including tax).

FINAL FANTASY XIII from SQUARE ENIX CO., LTD. is the newest edition of the *FINAL FANTASY* franchise which has sold over 85 million units^{*1} worldwide. Taking advantage of the powerful processor in the PS3 system, the game features stunning visual graphics, a newly evolved battle system, and delivers a whole new gaming experience to PS3 users.

The PS3 system, bundled with the *FINAL FANTASY XIII* software title, comes in a special new Ceramic White color with the game’s heroine, “Lightning,” printed on the surface of the system. This limited model will offer all of the features and functionalities of the latest PS3, with the additional 250GB storage hard disk drive^{*2}, to accommodate more games, movies, anime, personal photos and music, as well as entertainment content and services downloadable from PlayStation®Store.

With the “PlayStation®3 FINAL FANTASY XIII LIGHTNING EDITION” bundle pack, SCEJ continues to expand the PS3 platform and creates new boundaries for computer entertainment for this holiday season.

*1 Number as of end March 2009.

*2 The current PS3 model comes with 120GB hard disk drive.

Product Outline**“PlayStation®3 FINAL FANTASY XIII LIGHTNING EDITION” Bundle Pack**

Product name	PlayStation®3 FINAL FANTASY XIII LIGHTNING EDITION
Product code	CEJH-10008
Release date	December 17, 2009
Recommended retail price	41,600 yen (including tax)
Included	<ul style="list-style-type: none"> ▪ PlayStation®3 x 1 (Color: Ceramic White) With special print of the FINAL FANTASY XIII heroine, “Lightning,” on the surface ▪ Hard Disk Drive capacity 250GB ▪ FINAL FANTASY XIII software for PS3 x 1 ▪ DUALSHOCK®3 Wireless Controller x1 (Color: Ceramic White) ▪ Power cord x 1 ▪ AV cable x 1 ▪ USB cable x 1
Creative supervisor	SQUARE ENIX CO., LTD.

About the Software

Title name	FINAL FANTASY XIII
Release date	December 17, 2009
Recommended retail price	9,240 yen (including tax)
CERO rating	B (12 years or older)
Publisher	SQUARE ENIX CO., LTD.
Copyright	©2009 SQUARE ENIX CO., LTD. All Rights Reserved. CHARACTER DESIGN: TETSUYA NOMURA
Official Home Page	http://www.square-enix.co.jp/fabula/ff13/

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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