



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN INTRODUCES
DUALSHOCK®3 WIRELESS CONTROLLER IN
NEW COLORS “METALLIC BLUE” AND “DEEP RED”**

*Newly Introduced Color Variations to be Available in Japan starting October 29, at a
Recommended Retail Price of 5,500 yen*

Tokyo, September 24, 2009 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced the DUALSHOCK®3 Wireless Controller for the PlayStation®3 computer entertainment system in two new colors, Metallic Blue and Deep Red. The new wireless controllers will be available starting October 29, 2009 at a recommended retail price of 5,500 yen (including tax).

With the introduction of the two new colors, Metallic Blue and Deep Red, in addition to the three basic colors, Black, Ceramic White and Satin Silver, users will be able to choose from a wider selection to match their lifestyles and preferences.

SCEJ continues to expand its offerings in the market and creates a new world of computer entertainment for the PS3 system with these new peripherals and the line-up of upcoming game titles for the holiday season.

Product Outline

DUALSHOCK®3 Wireless Controller

Product name	DUALSHOCK®3 Wireless Controller
Product code	CECH-ZC2JMB/ Metallic Blue, CECH-ZC2JDR/ Deep Red
Release date	October 29, 2009
Recommended retail price	5,500 yen (including tax)

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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