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**SONY COMPUTER ENTERTAINMENT JAPAN FURTHER ENHANCES  
PLAYSTATION®STORE VIDEO CATEGORY  
WITH NEW CONTENT LINE-UP**

*Movies, Drama Series and Music Videos Will Be Available  
On PlayStation®Store in Japan This November*

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**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 expansion of the PlayStation®Store video category starting this November with new videos downloadable to both the PSP® (PlayStation®Portable) and the PlayStation®3 (PS3®) systems. This development will further enrich the comprehensive entertainment experiences available only on the PlayStation® platforms.

The updated PlayStation®Store video category will feature an unprecedented selection of video content from newly established partners, including EMI Music Japan Inc., MEDIA FACTORY, INC., PONYCANYON INC., Sony Music Entertainment Inc., TV TOKYO Corporation, Warner Entertainment Japan Inc. and Warner Music Japan Inc.\*<sup>1</sup>

In November, PlayStation®Store users will be able to download and enjoy movies and drama series of more than 300 titles including, *Harry Potter* series (© Warner Bros. Entertainment Inc. All Rights Reserved.) and *Terminator Salvation* (© 2008 SONY PICTURES DIGITAL INC. ALL RIGHTS RESERVED.), as well as over 1,000 videos from over 90 titles and anime. Furthermore, music videos from Label Gate Co., Ltd. will also be added.

This content will be available for download either to rent\*<sup>2</sup> or to own\*<sup>3</sup> to match the lifestyle and preference of the growing PlayStation®Network users.

SCEJ will continue to expand the PlayStation platforms and create a new world of entertainment that will be further enriched with the broadband network along with the PSP and PS3 systems.

## 2-2-2-2 SCEJ Further Enhance the PlayStation Store Video Category with New Content Line-up

\*1 Company names in alphabetical order.

\*2 Users who rent a movie/video have 30 days to watch the content. Once content playback is started, users have a full 48hours or 72 hours to enjoy their rental. Content downloaded to the PS3 system can be moved to registered PSP system that uses the same PlayStation Network account. Content downloaded to the PSP system can also be moved to the PS3 system.

\*3 Users who buy a movie/video can enjoy the content with no restrictions on the number of times or the length of time it is played. Content downloaded to the PS3 system can be moved to registered PSP system that uses the same PlayStation Network account. Content downloaded to the PSP system can also be moved to the PS3 system.

\* Users will need to update their PS3/ PSP to the latest system software to enjoy the service.

### **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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