



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN INTRODUCES
“R[∞]M (ROOM) FOR PLAYSTATION®PORTABLE”
IN JAPAN THIS WINTER**

A New Online Community Service for All PSP® (PlayStation®Portable) Users

Tokyo, September 24, 2009 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced the “R[∞]M (Room) for PlayStation®Portable,” a free online community service for PSP® (PlayStation®Portable) handheld entertainment system in Japan. The service will be available at the end of 2009.

Since its launch in December 2004, the cumulative sell-in units of the PSP system in Japan reached over 12 million units^{*1}, a remarkable milestone for the first handheld platform from the PlayStation® family. The number continues to grow rapidly as the system evolves as an innovative handheld entertainment system, offering a wide array of exciting software titles as well as downloadable digital content and services from PlayStation®Network. The number of registered PlayStation Network accounts, which includes both accounts used on PS3 and PSP, has exceeded 3 million^{*2} in Japan alone. With the introduction of PSP® (PlayStation®Portable)go on November 1, 2009, the number of users who wish to download and enjoy digital content from PlayStation Network is expected to continue to increase. SCEJ plans to aggressively expand the world of interactive entertainment for PSP users with the new online community service.

“R[∞]M” will be available for all PSP systems, including PSP®go, and users will be able to enjoy this newly announced service by simply clicking on the icon that will appear under the PlayStation Network category on the XMB™ (XrossMediaBar) and downloading the application on to the PSP systems. The icon will be available following a system software update scheduled this winter. Some of the key features that users can enjoy as part of the

service will include the capability to design your own 3D avatars, creating individual “my room” spaces, posting blogs, compiling albums, and gathering together in a group to chat and share common topics. Users will also be able to invite other “R∞M” users to their “my rooms” and enjoy real time communication that will be possible only on the PSP system.

Prior to the official release of “R∞M”, SCEJ will conduct a closed beta test to update and elaborate on features and services. Selected PSP users will receive an invitation and more details to participate in the closed beta test.

SCEJ continues to expand the PSP platform and creates a new world of entertainment with “R∞M” and the content and services available on PlayStation Network.

*1 Number as of end June 2009.

*2 Number as of September 2009.

* Users will need to update their PSP system to the latest system software to use the service.

Service Outline

Service name	R∞M for PlayStation®Portable
Service launch	Winter 2009
Service detail	Customization of 3D avatar and my room Write/read users' blog and album Create/chat/Join/ circles Real time communication such as chatting and playing mini games in my room
How to use	Create a PlayStation Network account through Internet connected PSP. By accessing the icon of R∞M under PlayStation Network category on XMB, users will be able to enjoy the service.
Supported hardware	PSP® (PlayStation®Portable) * All PSP system will support the service (PSP-1000, 2000, 3000 and PSP®go)
Price	Free (Additional paid services and content will become available at the launch timing.)
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R∞M for PlayStation®Portable Closed Beta Test Detail

Service name	R∞M for PlayStation®Portable Closed Beta Test
Sing-up period	Thursday, September 24 th , 2009 to Monday, October 5 th , 2009
Service launch	Fall 2009
Qualification	PSP user who qualifies below conditions can join the closed beta test. - Accessible to the Internet directly from PSP - 18 years or older and who owns PlayStation®Network master account
URL (Japanese only)	http://www.jp.playstation.com/psn/room/beta_test/

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 new 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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