



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PSP® (PLAYSTATION®PORTABLE) BUNDLE PACK FEATURING
KINGDOM HEARTS BIRTH BY SLEEP**

*Special Glossy Silver Color PSP and
KINGDOM HEARTS Birth by Sleep Software Title Comes in One Pack*

Tokyo, November 17, 2009 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that a “KINGDOM HEARTS Birth by Sleep ‘KINGDOM HEARTS EDITION’” bundle pack will become available on January 9, 2010. The bundle pack will include the PSP® (PlayStation®Portable) handheld entertainment system (PSP-3000) and the *KINGDOM HEARTS Birth by Sleep* software title for PSP and will be a limited time offer at a recommended retail price of 22,000 yen (including tax).

KINGDOM HEARTS Birth by Sleep, developed by SQUARE ENIX CO., LTD. in collaboration with Disney Interactive Studios, is the newest edition of the critically acclaimed KINGDOM HEARTS franchise which has shipped over 12 million units* worldwide. With its gorgeous graphics, innovative battle system and ad hoc mode game features the game takes full advantage of the power of the PSP system and delivers a whole new portable gaming experience to the PSP users.

The PSP system, bundled with this exciting new software title, comes in a special glossy silver color with game’s symbolic icons, such as King Mickey and Crown, printed on the front and the back of the PSP system. The special argyle design is taken from the costume design of the protagonists in the story. Additionally, the center ring on the back of the PSP system as well as the frame ornament on the sides of the system are in original black color.

With the “KINGDOM HEARTS Birth by Sleep ‘KINGDOM HEARTS EDITION’” bundle pack, SCEJ continues to further expand the PSP platform and creates new boundaries for computer entertainment for this holiday season.

* Number as of May 2009

Product Outline

“KINGDOM HEARTS Birth by Sleep ‘KINGDOM HEARTS EDITION’” Bundle Pack

Product name	KINGDOM HEARTS Birth by Sleep “KINGDOM HEARTS EDITION”
Product code	PSPJ-30012
Release date	January 9, 2010
Recommended retail price	22,000 yen (including tax)
Included	<ul style="list-style-type: none"> ▪ PSP® “KINGDOM HEARTS” model (PSP-3000 XUS) x 1 ▪ <i>KINGDOM HEARTS Birth by Sleep</i> software title for PSP x 1 ▪ AC adaptor x 1 ▪ Battery pack (1200mAh) x 1

About the Software

Title name	KINGDOM HEARTS Birth by Sleep
Genre	Action roll-playing game
Release date	January 9, 2010
Recommended retail price	6,090 yen (including tax)
CERO rating	A (for all ages)
Developer	SQUARE ENIX CO., LTD.
Copyright	© Disney. Developed by SQUARE ENIX
Official Home Page	http://www.square-enix.co.jp/kingdom/bbs/

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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