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**MOTION CONTROLLER^{*1} FOR PLAYSTATION®3
TO BECOME AVAILABLE WORLDWIDE IN FALL 2010**

*Motion Controller, Together with an Extensive Line-up of Software Titles, Delivers Whole
New Entertainment Experience on PlayStation®3*

Tokyo, January 20, 2010 – Sony Computer Entertainment (SCE) today announced that it will release its new Motion Controller (tentative name) for PlayStation®3 (PS3®) computer entertainment system in fall 2010 in Japan, Asian regions and countries, North America and Europe/PAL territories together with an extensive line-up of exciting software titles. The new controller, combined together with the PlayStation®Eye camera^{*2}, can detect the natural and intuitive movement of the hand and reflect the precise movement within the game, delivering a whole new entertainment experience on PS3.

“We have decided to release the Motion Controller in fall 2010 when we will be able to offer an exciting and varied line-up of software titles that will deliver the new entertainment experience to PS3 users,” said Kazuo Hirai, President and Group CEO, Sony Computer Entertainment Inc. “We will continue to work to have a comprehensive portfolio of attractive and innovative games for the Motion Controller, not only from SCE Worldwide Studios but also from the third party developers and publishers, whom we have been working closely with. We look forward to soon unveiling the exciting software line-up that further expand and define the PS3 platform as the ultimate entertainment system for the home.”

SCE will vigorously promote the Motion Controller as the de facto controller of the PS3 platform along with the DUALSHOCK® series controller and will deploy various measures to enhance the software title line-up for the Motion Controller, delivering groundbreaking interactive entertainment only possible on the PS3 platform.

*1 Motion Controller is a tentative name.

*2 Users will need to use the PlayStation Eye camera to enjoy Motion Controller on PS3.

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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