



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PSP® (PLAYSTATION®PORTABLE) BUNDLE PACK FEATURING
MONSTER HUNTER FRANCHISE SPIN-OFF TITLE,
MONHAN NIKKI POKAPOKA AIRU MURA**

*Lilac Purple PSP and MONHAN NIKKI POKAPOKA AIRU MURA Software Title
Comes in One Pack, Launching Day and Date with Stand-Alone Game*

Tokyo, June 1, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that a “PSP® (PlayStation®Portable) Hajimeyou AIRU MURA Pack” will become available on August 26, 2010, concurrently with the launch of the stand-alone game. The bundle pack will include the PSP handheld entertainment system (PSP-3000) and the *MONHAN NIKKI POKAPOKA AIRU MURA* software title for PSP and will be a limited offer at a recommended retail price of 19,900 yen (including tax).

MONHAN NIKKI POKAPOKA AIRU MURA, developed by CAPCOM Co., Ltd., is the first spin-off title of the critically acclaimed "Monster Hunter" franchise. Players can experience the life of cute and lovable Airu, a cat-like humanoid character living in the Aiur village. Go on a quest to challenge monsters, plant various crops for harvesting in your farm, help other Airu and experience many other different happenings and exciting events within your Airu village. By using the ad hoc mode, players can also enjoy multiplayer mode feature such as visiting your friend’s village or going on a quest together.

The PSP system, bundled with this exciting new software title, comes in a special Lilac Purple color, available exclusively through this bundle pack. In addition, this limited-edition bundle pack will also include a voucher code for downloading PSP custom theme featuring Airu and SANRIO's mega-popular 'Hello Kitty' character*.

With this new offering, SCEJ continues to further expand the PSP platform and create new boundaries for computer entertainment.

* 'Hello Kitty' is a registered trademark of SANRIO CO., LTD. Different voucher code will be included in the stand-alone software title.

Product Outline

Product name	PSP® (PlayStation®Portable) Hajimeyou AIRU MURA Pack
Product color/ Product code	Lilac Purple PSPJ-30016
Release date	August 26, 2010
Recommended retail price	19,900 yen (including tax)
Included	<ul style="list-style-type: none"> ▪ PSP® (PlayStation®Portable) (PSP-3000 XZL) x 1 ▪ <i>MONHAN NIKKI POKAPOKA AIRU MURA</i> software title for PSP x 1 ▪ AC adaptor x 1 ▪ Battery pack (1200mAh) x 1 ▪ Voucher code for downloading PSP custom theme x 1

About the Software

Title name	<i>MONHAN NIKKI POKAPOKA AIRU MURA</i>
Genre	Airu life
Release date	August 26, 2010
Recommended retail price	3,990 yen (including tax)
CERO rating	A (for all ages)
Developer	CAPCOM Co., Ltd.
Copyright	©CAPCOM CO., LTD. 2010 ALL RIGHTS RESERVED. ©1976,2010 SANRIO CO., LTD.
Official Home Page	http://www.capcom.co.jp/monsterhunter/pokapoka_airu/

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 LLC., 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.

###

PlayStation and PSP are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.