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SONY COMPUTER ENTERTAINMENT UNVEILS RELENTLESS LINEUP OF EXCLUSIVE SOFTWARE DURING E3 MEDIA & BUSINESS SUMMIT 2009

First Party Development Studios and Publishing Partners Exhibit Dedication to High Production Values and Innovation across All PlayStation® Platforms

Los Angeles, Calif., June 2, 2009 – Sony Computer Entertainment America Inc. (SCEA) today revealed an unrivaled line up of software for PLAYSTATION®3 (PS3™), PSP® (PlayStation®Portable), and PlayStation®Network during a press event to kick off the annual E3 Media & Business Summit 2009. In addition to revealing new content for over 25 highly anticipated first-party software titles that are only available on PlayStation® platforms, attendees caught a glimpse at never before seen the PS3 system titles *ModNation™Racers* and *Gran Turismo 5*; and *Gran Turismo® for PSP* for the portable gamer. An extensive demonstration of *UNCHARTED 2: Among Thieves™* single player mode opened the show with an illustration of the high quality production values used for the game and demonstrated the power of the PS3 system. For the first time, the audience experienced an on-stage battle of 256 players in *MAG*, a feat never before accomplished on the home console. The hugely popular Greek mythology based title, *God of War®III*, closed the show with the most in-depth look at the title to date.

“PlayStation’s software lineup this year is unparalleled with proven franchises like *Gran Turismo 5*, *Ratchet & Clank Future: A Crack in Time*, *UNCHARTED 2: Among Thieves*, and *God of War III*, as well as highly anticipated games like *MAG* and *ModNation™Racers*,” said Peter Dille, Senior Vice President of Marketing and PlayStation Network, SCEA. “It’s a great time to own a PS3 with exclusive games for every taste and every genre. Our team has done a tremendous job to highlight that ‘Only on PlayStation’ really means only possible on PlayStation.”

PLAYSTATION 3

The PS3 system titles showcased on SCEA's show floor during E3 2009 include Sony's epic tale of brutal Greek mythology *God of War III*; *White Knight Chronicles™* the newest RPG from Level-5; the time bending and intergalactic mayhem from the multi-million unit selling *Ratchet & Clank®* franchise, *Ratchet & Clank Future: A Crack in Time*; the dark and sophisticated thriller from Quantic Dream, *Heavy Rain®*, *Uncharted 2: Among Thieves* brings famed fortune hunter Nathan Drake back for his next adventure since *Uncharted: Drake's Fortune*; and *MAG*, an online multiplayer military shooter with 256 real players in a global battlefield. *The Last Guardian* rounded out the presentation with a sneak peek at footage from the newest title from the internal studio that developed the highly regarded *Shadow of the Colossus* and *Ico*. Emerging as the premiere console for user generated content, SCEA announced an exclusive deal with Disney Interactive Studios to create downloadable content for the award winning *LittleBigPlanet™* based on its hit franchises. The next title leveraging user generated content on the PS3 system, *ModNation Racers*, was unveiled with an onstage demonstration. *ModNation Racers* is a kart racing game with an original and easy-to-use editing studio that enables players to create tracks, modify characters and karts, and then share them with the community via PlayStation Network.

PlayStation Network

PlayStation Network demonstrated even more innovation in its upcoming roster of titles, including the recently announced *Trash Panic™*, a quirky garbage-based puzzle game featuring realistic physics, and the newest endeavor in the PixelJunk™ series, *PixelJunk™Shooter*. A gravity-based shooter called *Gravity Crash* also debuted, along with *Hustle Kings*, a photorealistic billiards simulator. Attendees saw more of *deTuned*, a user-driven musical visualizer and the highly anticipated 32-player medieval capture the flag inspired *Fat Princess*. . In addition, the PlayStation Store will deliver more than 60 PS one Classics by the end of the year and will launch *Final Fantasy VII* and *Medal of Honor* on PlayStation Store today.

PSP (PlayStation Portable)

SCEA also had a strong showing on the portable front with debut of five of the PlayStation brands biggest franchises on the PSP system. In an onstage demo provided by

SCEA – Company Unveils Relentless Software Lineup at E3 2009

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Kazunori Yamauchi, the world's best selling racing simulator, *Gran Turismo®*, was shown on the newest member of the PlayStation®Portable family, PSP®go, with *Gran Turismo® for PSP* which promises to deliver the most realistic portable driving simulator in the market and has been designed specifically to maximize the system's graphical capabilities. The award winning franchise *LittleBigPlanet™* allows you to Play, Create and Share from everywhere with the new portable edition, two of PlayStation®2 system's most beloved characters, Jak and Daxter, are reunited in *Jak & Daxter: The Lost Frontier™*; *MotorStorm®: Arctic Edge* featuring over the top racing in ice and snow covered environments with the addition of 8-player ad hoc and multiplayer mode; the third title in the greatly successful *SOCOM U.S. Navy SEALs Fireteam Bravo* franchise, *SOCOM: U.S. Navy SEALs Fireteam Bravo 3*; and *Hot Shots Tennis* brings it's quirky cast of tennis pro's to the handheld entertainment system.

Attendees also received a look at upcoming games and exclusive content adding to the ever expanding library of titles available on all PlayStation platforms from SCEA's publishing partners including Activision®, Capcom®, Electronic Arts (EA), and Ubisoft®. Exclusive PS3 system content announced includes interoperability between *Assassin's Creed® 2* for the PS3 system and *Assassin's Creed® Bloodlines* for the PSP system from Ubisoft. Support for the PSP system continues to grow within the industry as Capcom introduced their best selling zombie hunting franchise to the PSP system with *Resident Evil Portable*, new titles from Ubisoft's *Petz®* series of titles targeted at the female market, and Konami's *Metal Gear* franchise returning to the PSP system with *Metal Gear Solid®: Peacewalker*.

SCEA also announced seven best-selling titles have been added to the "Greatest Hits" library for the PS3 system. Starting June 16, the following games, representing some of the most popular hits on the platform, will be available for \$29.99 MSRP: *Army of Two™*, EA Games; *Battlefield: Bad Company*, *Call of Duty 4: Modern Warfare*, Activision; *Devil May Cry 4*, Capcom; *Metal Gear Solid 4: Guns of the Patriots*, Konami; *Gran Turismo®5 Prologue*, and *Ratchet & Clank® Future: Tools of Destruction*, Sony Computer Entertainment.

First party games shown during E3 2009 included:

PLAYSTATION 3

BUZZ!™ Quiz World

God of War® III

Heavy Rain®

MAG

ModNation Racers

Ratchet and Clank® Future: A Crack In Time

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4-4-4-4

Singstar® Queen
UNCHARTED 2: Among Thieves™
White Knight Chronicles™

PSP

BUZZ!™ Quiz World
Gran Turismo®
Hot Shots Tennis
Jak & Daxter: The Lost Frontier™
LittleBigPlanet
Motorstorm®: Arctic Edge
PixelJunk™ Monsters Deluxe
Fat Princess: Fistful of Cake
SOCOM: U.S. Navy SEALs Fireteam Bravo 3

PlayStation Network

deTuned
Gravity Crash™
Hustle Kings
Fat Princess
PAIN Museum
PixelJunk™ Shooter
Trash Panic™
Wipeout®HD Fury

About Sony Computer Entertainment America Inc.

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) system, the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system and its online and network services the PLAYSTATION®Network and PLAYSTATION®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one game console, the PlayStation 2 computer entertainment system and the PSP system for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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