



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT FURTHER BOOSTS ITS SUPPORT
FOR SOFTWARE DEVELOPMENT
FOR PSP® (PLAYSTATION®PORTABLE)**

*Providing a Lower-cost Game Development Environment, and Supporting broader range of developers
and publishers to create varieties of small software titles*

Tokyo, June 3, 2009 – Sony Computer Entertainment Inc. (SCEI) today announced that it is reducing the price of the Development Tool models DTP-T2000A and DTP-T2000, the hardware necessary for developing PSP® (PlayStation®Portable) software titles, to JPY150,000 in Japan, US \$ 1,500 in North America and €1,200 in Europe/PAL territories effective immediately. By offering PSP Development Tools at a very attractive price, SCE will provide a more affordable game development environment for a broader range of developers and publishers, further enhancing the software lineup for the PSP system.

As of March 2009, cumulative worldwide sell-in units of the PSP system exceeded 51.6 million units, a remarkable milestone for the first handheld platform from the PlayStation® family. To further grow the installed base of the PSP system and to enhance its software line-up, SCE will also provide ProDG for PSP, a highly acclaimed powerful programming tool which helps to improve productivity of software development, as part of PSP Software Development Kit*¹ without an additional charge. Also effective today, Testing Tool models DTP-H2500A and DTP-H2500, the tools utilized for quality assurance for PSP titles under development, will also become available at an affordable price of JPY100,000 in Japan, US \$ 1,000 in North America and €800 in Europe/PAL territories. By providing a lower-cost game development environment, SCE will contribute to meet the needs of various game development styles and accelerate software development for the PSP system.

As part of the measures to support broader range of developers and publishers to create varieties of small software titles, SCE will aim to provide a development environment within this calendar year that will allow creators to develop more casually, exciting and attractive

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content to be made available for the ever growing PlayStation®Network users around the world by streamlining the process from license agreement to publishing for small, download exclusive software titles.

SCEI will deploy various measures to further reinforce game development for PSP and will continue to expand the platform to offer attractive interactive entertainment experiences only available on PSP.

* Software Development Kit is a set of development tools and software libraries. Developers are able to obtain this SDK by signing a license agreement with SCE and by purchasing tool products.

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 an innovative 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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