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**SONY COMPUTER ENTERTAINMENT TO LAUNCH
PLAYSTATION®STORE FOR PLAYSTATION®MOBILE ON OCTOBER 3**

Official Version of PlayStation®Mobile SDK Will Be Available in November

**FUJITSU AND SHARP TO JOIN PLAYSTATION™CERTIFIED
LICENSE PROGRAM**

Tokyo, September 19, 2012– Sony Computer Entertainment Inc. (SCE) today announced that it will start to deliver dedicated content for PlayStation®Mobile, delivering the world of PlayStation® on open operating system-based devices*¹, through PlayStation®Store on October 3. In the dramatically evolving smartphone and tablet market, SCE will offer appealing PlayStation-like content to a variety of popular mobile devices.

The service will start in nine countries including Japan, United States, Canada, United Kingdom, France, Germany, Italy, Spain, and Australia with more countries to follow. At launch, users will be able to enjoy approximately 30 new titles from a variety of genres including Adventure, Action, Puzzle, Sports, and Simulation, at an affordable price point of between 50 yen and 850 yen (including tax)*², created by third party developers and publishers as well as SCE Worldwide Studios. Further content will be released frequently for PlayStation®Mobile as new titles become available.

SCE also announced Fujitsu Limited and Sharp Corporation will join the PlayStation Certified license program*³. By collaborating with Fujitsu and Sharp which not only have the significant share in the Japanese smartphone market but also offer a wide range of devices across the globe, SCE will deliver the unmatched PlayStation experience to even more smartphone and tablet users around the world.

“Fujitsu’s ARROWS series smartphones and tablets feature “Usability” realized by human-centric technology, and “High Spec” represented by Japan’s first quad-core CPU adopted model.” said Takahiro Matsumura, Senior Vice President, Ubiquitous Business Strategy Unit, Fujitsu Limited. “We are excited to be partnering with Sony Computer Entertainment, and offer PlayStation-like gaming experiences for ARROWS users.”

“We are very pleased to be able to offer exciting PlayStation-like gaming experiences through our products to the customers all around the world.” said Itsuki Kouchi, Division Deputy General Manager & Marketing Department General Manager, Global Product Development Center, Communication Systems Group, Sharp Corporation. “Sharp will continue shaping its smartphone development philosophy, “Feel Logic”, and one of its elements, ”Feel Creation”.

Furthermore, the PlayStation Mobile Developer Program which includes the official version of PlayStation Mobile SDK will become available to the development community in November. This will be rolled-out in a phased manner in 11 countries and regions including Japan, United States, Canada, United Kingdom, France, Germany, Italy, Spain, Australia, Hong Kong and Taiwan. The PlayStation Mobile Developer Program will allow developers to easily distribute their content through PlayStation Store on a commercial basis and market their games to millions of dedicated gamers with PlayStation™Certified devices and PlayStation Vita. The license agreement for the SDK is US\$99 annually**4.

SCE will further accelerate the expansion of PlayStation Certified devices and continue to collaborate with content developers to drive the delivery of compelling entertainment experiences through PlayStation Mobile.

About PlayStation®Mobile



PlayStation®Mobile marries fun, engaging PlayStation-style gaming with the convenience of PlayStation™Certified mobile devices and offers mobile users a superlative store navigation

and purchase experience. It allows a wide range of developers to produce PlayStation-like game experiences in an easy, time-efficient development environment. PlayStation Mobile content is also compatible with PlayStation®Vita.

*1 As of September 19, Android based PlayStation™Certified devices and PlayStation®Vita.

*2 Prices in Japan based on the information as of September 19.

*3 The license program to expand PlayStation Mobile, dedicated for portable hardware manufacturers. SCEI will not only license logos but also provide necessary development support. As of September 19, 2012, the line-up of PlayStation™Certified devices include the HTC One series of smartphones, HTC One™ X, HTC One™ S, and HTC One™ V and Xperia™ arc, Xperia™ PLAY, Xperia™ S, Xperia™ ion, Xperia™ acro S, Xperia™ TX, Xperia™ T, Xperia™ V, Xperia™ SL from Sony Mobile Communications AB, and "Sony Tablet" S, "Sony Tablet" P and Xperia™ Tablet S from Sony Corporation. Model name may vary by region. Sales model may vary by area.

*4 The fee is for the US market. The fee differs by countries and regions.

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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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