



FOR IMMEDIATE RELEASE

**PLAYSTATION®HOME BETA SERVICE WILL BECOME AVAILABLE
TO ALL PLAYSTATION®3 USERS ON DECEMBER 11**
Highly Anticipated Service Open For All PLAYSTATION 3 Users

Tokyo, Foster City, London, December 10, 2008 – Sony Computer Entertainment Inc. (SCE) today announced that its highly anticipated PlayStation®Home Beta service for PLAYSTATION®3 (PS3®) will become available for all PS3 users around the world ^{*1} on December 11, 2008. Following the successful completion of the closed beta service, PlayStation Home’s open beta service will continue to evolve with new features and functionality.

PlayStation Home is a ground-breaking 3D social gaming community available on PS3 that allows users to interact, communicate and share gaming experiences. By leveraging the power of PS3, PlayStation Home delivers overwhelming visual graphics and rich gaming social experiences only possible on the PS3 platform. Within PlayStation Home, users can create and customize their own unique avatars and explore virtual community in real time where they can communicate freely through text or voice chat. PlayStation Home users will not only be able to enjoy variety of entertainment content such as mini-games, videos and special events along with their friends, but will also be able to create their own community by using the “Club ^{*2}” feature to create clubs with other PlayStation Home users who share the same interests.

PlayStation Home, available as a free download ^{*3} starting December 11, will launch directly from the PlayStation Home icon on the PlayStation®Network column of XMB™ (XrossMediaBar) on PS3. Users will be able to experience basic features and services of PlayStation Home, free of charge ^{*4}. PlayStation Home will allow open interaction among users, business partners and SCE, and will evolve with additional features including dedicated game spaces, special events and exclusive themed items, to further enrich the entertainment experience on the PS3 platform.

2-2-2-2 PlayStation Home Beta Service Will Become Available to All PS3 Users on December 11

“PlayStation Home is truly a promising network community service on the PlayStation platform, made possible with the powerful combination of PS3’s overwhelming computational power and PlayStation Network that covers many countries around the globe,” said Kazuo Hirai, President and Group CEO, SCE. “We are committed to providing PS3 users with exciting gaming experiences with PlayStation Home and together with our partners and users, expand the new world of interactive entertainment as we move forward.”

For PlayStation Home users in Japan, attractive content such as *Namco Museum BETA* from Namco Bandai Games Inc., and PlayStation Home exclusive game lounges for *SIREN* and *Every Body’s Golf*, two of SCE’s key franchise titles, will become available at launch. Scheduled to take place in December, PlayStation Home will also host virtual events, including a Christmas event, New Year’s count down and other special programs where all users are welcome to join. Additionally, PlayStation Home users will be able to purchase various items at the “Market Place” for customizing avatars, “Personal Spaces” and “Clubhouses.” The latest information of PlayStation Home will be available at PlayStation Home Official Site (<http://www.jp.playstation.com/ps3/home/>) as they become available.

SCE will vigorously promote the expansion of the world of PS3 by introducing new services that will open up new possibilities and enjoyment in interactive entertainment.

*1 PlayStation Home will not be available in some regions.

*2 To be a “Clubhouse” owner, user will need to buy the entitlement to run the club.

*3 When the service is available, PlayStation Home icon will appear after booting/ re-booting the PS3 system. To enjoy PlayStation Home, users will need broadband network connection and PlayStation Network account in addition to the PS3 system.

*4 Some content and services are charged.

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 new 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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