



**Press information
For immediate release**

Psssssssst! LocoRoco (pass it on...)

■ Joyous fun for everyone – on a roll with LocoRoco

Sony Computer Entertainment Europe is thrilled to announce the Summer 2006 release of LocoRoco™ exclusive to PSP™ (PlayStation®Portable). Bright, refreshing and compulsive, LocoRoco plunges you into a colourful world where jelly-like creatures (LocoRoco) sing, roll and bounce their way through levels to reach their goals.

LocoRoco are free-roaming, free-rolling creatures. With their own happy language, hypnotic backgrounds and music, LocoRoco is like nothing you have ever seen before – you'll just have to share it!

Instantly accessible, guide your LocoRoco through the various worlds using a simple tilting and bouncing gameplay mechanic – using the PSP system's [L] and [R] buttons to tilt the ground up to about 30 degrees in either direction. The jelly-like LocoRoco just can't stay still - guide these little characters as they bounce, roll and jump their way to the goal, avoiding splinters and enemies.

Grow LocoRoco by eating fruit, the fatter they are by the end of the level, the more points you get. And when they are too big to fit through narrow pathways, split into tiny LocoRoco at the push of a button to squeeze through small spaces and uncover hidden rooms and treats. Pop out the other side and combine back into one big LocoRoco to continue your journey. You can even guide your LocoRoco through certain walls to collect secret items, so there's plenty to satisfy skilled gamers too.

With various levels such as snow mountains and jungles, and unique characters to meet along the way, you can be sure that your LocoRoco will always be smiling. Perfectly proportioned for the PSP system, LocoRoco is so happy, bright and unusual, it's guaranteed to keep you smiling too.

- Ends -

For more information please contact your local PR manager

Announcement Release

PSP™ (PlayStation®Portable) is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. With graphics rendering capability comparable to that of PlayStation®2, PSP™ features a 4.3 inch widescreen, high-resolution TFT display. The PSP™ system's storage medium – UMD™ (Universal Media Disc) – is a compact yet high-capacity (1.8GB) optical disc. With a wide range of accessories and connectivity options, including Memory Stick Duo™, USB 2.0, IR port and Wireless (WLAN) functionality, PSP™ is the new entertainment platform from Sony Computer Entertainment.

About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, sales and marketing of PS one®, PlayStation®2 and PSP™ (PlayStation®Portable) hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes games software for the three formats, and manages the third party licensing programmes for these formats in the PAL territories. At the end of September 2005, over 40 million PS one® consoles had been shipped across these PAL territories, over 102 million worldwide. Between its European debut on 24 November 2000 and 29 November 2005, over 37 million PlayStation®2 consoles have been shipped across the PAL territories, over 100 million worldwide, making it one of the most successful consumer electronic products in history. Between the launch of PSP™ in Japan in December 2004 and 21 October 2005, over 10 million PSP™ systems have been shipped worldwide.

More information about PlayStation® products can be found at www.playstation.com and www.yourpsp.com or visit the Virtual Press Office at www.scee.presscentre.com.

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