



Press Information
For Immediate Release

Can you reverse the Blood Curse?

Siren Blood Curse™ for PLAYSTATION®3: hunting you down this summer

- **The blood-curdling follow-up to Forbidden Siren™ and Forbidden Siren 2™**
 - **Japanese horror at its most terrifying with “*Sight Jack*”**
 - **Twelve episodes to be released on PLAYSTATION®Network this summer**

The first episode of Siren Blood Curse™ for PLAYSTATION®3 (PS3™) will be released this July on PLAYSTATION®Network, kicking off the most terrifying and violent of the Siren games to date. Released ahead of fellow survival horror PS3™ games Silent Hill V™ and Resident Evil V™, twelve blood-splattering episodes of the Japanese Survival Horror game will be downloadable at separate intervals over the summer, keeping you at the edge of your seat until the next episode arrives in PLAYSTATION®.

Siren Blood Curse is set in the Japanese village of Hanuda, where a TV crew from America arrive to research and film an exposé on the urban myth of the “Vanished Village”, where human sacrifices are said to have taken place. Hanuda is a dark, eerie world, frozen in the 1970s and surrounded by a red sea. An ancient curse has been set upon the town and you, the visitors, must save the remaining habitants including the beautiful Miyako. In order to survive you must defend yourself from the vicious Shibito (living dead) and other terrifying monsters. The plot thickens as you discover you are stuck in a time loop where events eternally repeat and change.

Throughout the game you will play each of the visitors to the village. The game’s unique *Sight-Jack* System enables you to switch seamlessly between the visions of the hunted (yourself) and the hunter. Meanwhile blood, guts and gore are super-enhanced by amazing graphic effects, an advanced physics engine and shockingly realistic facial animations.

The introduction of western characters to Siren Blood Curse brings a new dimension to a series inspired by films of the Japanese survival horror genre. Siren Blood Curse blurs the line between game and film, in a truly terrifying gaming experience.

More....

The first episode for Siren Blood Curse will be released in Summer 2008 to coincide with its Japanese release date, with more episodes to follow at regular intervals.

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For more information please contact your local PR manager

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP™ (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006 and the end of January 2008, over 10 million units have been sold globally and continue to be sold at a record level. Between the beginning of April 2006 and the end of January 2008, over 26 million PlayStation 2 consoles have been sold worldwide, continuing its position as one of the most successful consumer electronic products in history. Between the beginning of April 2006 and the end of January 2008, over 20 million PSP systems have been sold worldwide. Between its launch in November 2006 and the end of 2007, the PLAYSTATION Network, the free-to-access interactive environment, has had over 5 million registrants and has experienced over 81 million items downloaded.

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

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