



Entertainment Like You've Never Seen Before on the PLAYSTATION 3

\$3m second wave PS3 marketing campaign brings to life the system's technology and benefits

Sydney, 15 November 2007 - Sony Computer Entertainment Australia (SCE Aust.) today announced a new \$3m marketing campaign for its next generation home entertainment system, the PLAYSTATION®3 (PS3™) and associated software range. Central to the marketing activity is the *'Entertainment like you've never seen before'* creative, directed by multi award winning director Noam Murro, it features a host of colourful characters that bring to life the market leading technology, and subsequent consumer benefits, of the PS3.

In the opening scene, Dr. Beautiful and his army of nurses transform a shaggy dog into a pampered pooch; demonstrating how the built in Blu-ray Disc player creates the ultimate viewing experience, making pictures "more beautiful". Next, the on screen evolutionary transformation of a robot to a human shows how the internal system software of the PS3 is able to be continually updated to enhance existing functionality or add new features, linking back to the 'This is Living' marketing tagline. This important feature ensures the PS3 is future proof; able to evolve over time and constantly be at the forefront of entertainment and interactivity.

In the next scene, two playful figures show how games on the PS3 can "move you in mysterious ways", while in the final scene, a cowboy's ongoing attempt to shoot another character demonstrates how the unrivalled power and speed of the PS3, thanks to its unique Cell Broadband Engine™ processor, allows it to always stay one step ahead of the user.

"As anyone who has seen it in action will tell you, the PLAYSTATION 3 is so much more than just a fantastic video games console, it's a hub for amazing home entertainment experiences," commented Raoul Bedford, Director of Marketing, Sony Computer Entertainment Australia. "From high definition Blu-ray movie playback, to realistic and immersive gaming experiences, to online entertainment, the PS3 is in a league of its own."

Bedford continued, "Having already enjoyed strong sales to date, with our new 40GB PS3 we have the opportunity to appeal to a much wider audience, with a general interest in digital home entertainment."

“The second phase of our hardware, software and brand marketing campaign for the PS3 has been created to demonstrate the capabilities of the PS3 to this new audience, who are looking for an extremely advanced, yet incredibly affordable, high definition gaming and entertainment system for their home. ”

The unique, eye catching execution will be shown on all free to air channels nationally from now until the end of November. In addition to the hardware message, a series of software specific TV, print and outdoor executions will run to support the exclusive range of PS3 titles.

Online, a new ‘PS3 Games Universe’ microsite has just launched at www.playstation.com.au/ps3gamesuniverse. The site demonstrates the raft of new and exclusive software titles set to launch on the PS3 prior to Christmas, including **Ratchet & Clank™: Tools of Destruction™** and **Uncharted: Drake’s Fortune™**.

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For further information on PlayStation products visit the Virtual Press Office at www.scee.presscentre.com/au

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About Sony Computer Entertainment (end March 2007)

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 Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

About Sony Computer Entertainment Australia

Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in Australia and New Zealand. SCE commenced trading in 1995. At the end of March 2007, over 2.9 million units of PlayStation®2 consoles and 400,000 PSP® units had been shipped across Australia and New Zealand.

More information about PlayStation products can be found at <http://www.playstation.com.au> or visit the Virtual Press Office at <http://www.scee.presscentre.com/au>

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