

Sony Announces Public Pre-ordering for PSP® Value Pack

Hong Kong, April 14, 2005 — Sony Corporation of Hong Kong Limited today announced that a limited quantity of the PSP® (PlayStation® Portable) Value Pack and select software titles are available for public pre-ordering. The first allotment for the exclusive pre-ordering of My Sony members has sold out due to the overwhelmingly positive response. In addition, customers have the opportunity to enjoy the ultimate gaming experience with the highly anticipated PSP® system at Sony Style Hong Kong located at Causeway Bay and all Sony Shops (Mongkok, Central and Tsimshatsui).

Order Now

From today, customers can order the PSP® Value Pack at Sony Style Hong Kong or any Sony Shops and start picking up the product from May 14, 2005. There is a limited supply of 3 types of packages that include the PSP® system and software titles. Details are as follows:

Package	Items included		PSP® premiums for pre-ordering	Suggested retail price (HK\$)
	PSP® Value Pack #	System Software		
1	1 set	APE ESCAPE ON THE LOOSE	A PSP® neck strap and a wrist band	\$2,279
2	1 set	APE ESCAPE ON THE LOOSE and RIDGE RACER (English Version)	A PSP® neck strap, a PSP® UMD case and a Sony Style x I.T. (fingercroxx) PSP functional carrying case	\$2,578
3	1 set	APE ESCAPE ON THE LOOSE and EVERYBODY'S GOLF PORTABLE	A PSP® neck strap, a PSP® UMD case and a Sony Style x I.T. (fingercroxx) PSP functional carrying case	\$2,578

「PSP® Value Pack」 includes a PSP® system, an AC adaptor, a battery pack, a 32MB Memory Stick Duo™, a remote control with headphones, a hand strap, a pouch and cloth. Suggested retail price at HK\$1,980.

In addition, Sony also introduced the AV Value Kit to provide customers with enhanced multimedia entertainment. With a PC and the software required, customers can play back any MPEG4 videos on the PSP® system. The PSP® comes equipped with high performance graphics processing capability and rich stereo sound output, making it possible for users to play full-scale 3D-CG games and view high-resolution video images anytime, anywhere. The AV Value Kit sells for HK\$780 with a limited supply and it offers a 512MB Memory Stick Duo™ and a USB cable. Besides, customers will receive a Starter Kit for free (An Image Converter Ver 2.1, a PSP screen protector and a Memory Stick hand strap).

Addresses of Sony Style Hong Kong and Sony Shops:

Sony Style Hong Kong: 16/F, East Point Center, 555 Hennessy Road, Causeway Bay

Sony Shop (Mongkok): 9/F., Wai Fung Plaza, 664 Nathan Road, Mongkok

Sony Shop (Tsimshatsui): Shop 3234, Level 3, Gateway Arcade, Harbour City, TST

Sony Shop (Central): Shop 209, Man Yee Bldg., 60-68 Des Voeux Road, Central

Remark:

“PlayStation®” is the registered trademark of Sony Computer Entertainment Inc. “PSP®” is the trademark of SCEI.