

PSP® Makes Its Debut in Hong Kong on May 12
PS Pictogram™ Series × PORTER PSP® Case is Available at the Launch

Hong Kong, April 26, 2005 — Sony Corporation of Hong Kong Limited and Sony Computer Entertainment Hong Kong Limited (SCEH) will hold the first day sale event of the highly anticipated PSP® (PlayStation® Portable) Value Pack at noon on May 12, 2005 at the Harbour City, Tsimshatsui. Only three hundred sets of the PSP® Value Pack with the latest PSP® games will be sold at the event, while customers who get a queuing ticket will be eligible to purchase the PSP®. In addition, customers are welcome to experience the fun of the PSP® at the Sony Style Hong Kong before the official launch.

At the first day sale event, each customer who purchases the PSP® will have the opportunity to buy the limited edition of the PS Pictogram™ Series × PORTER PSP® Case, and get a special gift. The PS Pictogram™ Series × PORTER PSP® Case is the first crossover product between PORTER and PlayStation®. Imported from Japan, the PS Pictogram™ Series × PORTER PSP® Case features a user-friendly, stylish design which allows customers to carry the PSP®, UMD discs, Memory Stick Duo™ and PSP® headphones in the chic and trendy way. The PS Pictogram™ Series × PORTER PSP® Case will only be available at the event for HK\$699.

Details of the “PSP® (PlayStation® Portable) First Day Sale” event:

Date: May 12, 2005 (Thursday)

Time: 12:00 noon – 1:00 pm

Venue: Courtyard I, Gateway Arcade, Harbour City, Tsimshatsui (near Joyce Boutique)

There are a limited supply of three types of packages available at “PSP® (PlayStation® Portable) First Day Sale” event. The first 300 customers buying any of the three packages will get fabulous gifts! Details are as follows:

Package	Items included		Gifts	Suggested Retail Price (HK\$)
	PSP® Value Pack ‡	System Software		
1	1 set	APE ESCAPE ON THE LOOSE	✓ Sony Shop HK\$100 cash coupon ✓ PSP® Premium *	\$2,279
2	1 set	APE ESCAPE ON THE LOOSE and RIDGE RACER (English Version)	✓ Sony Shop HK\$100 cash coupon ✓ PSP® Premium*	\$2,578

3	1 set	APE ESCAPE ON THE LOOSE and EVERYBODY'S GOLF PORTABLE	✓ Sony Shop HK\$100 cash coupon ✓ PSP® Premium*	\$2,578
4	With the purchase of any above package, each customer could buy one unit of PS Pictogram™ Series × PORTER PSP® Case	-	-	\$699

* PSP® premiums include two PSP® neck straps (red and blue colors), a UMD holder, a set of wristbands of six colors.

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

Activities at Sony Style Hong Kong

Customers are welcome to play the PSP® with the latest games at the Sony Style Hong Kong to experience the fun and excitement. In addition, a PSP® workshop will be set up from May 12 to May 14 at the Sony Style Hong Kong to allow customers to fully enjoy the PSP® as they can learn how to make use of its multimedia features to play back music, still images and video (with optional accessories).

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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“PS Pictogram” is a trademark of Sony Computer Entertainment Inc.