



MEDIA RELEASE

For Immediate Release

Can you command the Patapon™ beat?

**Iconic and innovative: the Patapon armies come to
PSP® (PlayStation®Portable)**

SYDNEY, December 2007 - Command a whole civilization with the beat of a drum. It sounds strange, but it makes sense to the tiny warriors who are going to be making a sensation when they march onto PSP® (PlayStation®Portable) in early 2008. A truly original game with extremely broad appeal, Patapon™ blends strategy, rhythm and an iconic graphical style into a highly addictive new gaming experience for PSP.

You play the role of a deity who must lead your Patapon followers through a variety of different missions including hunting, rescuing and invading. During each mission, you must equip your Patapon with a variety of different items and weapons that will help them achieve their objective – and there are over a hundred different items and weapons to choose from, ranging from swords to catapults. The key to Patapon success is striking the right balance between these different units for each mission – and, of course, getting your drum beats right.

It's simple, Patapon only respond to the beat of a drum. To get them to do anything, you need to beat out a specific command in rhythm. Each of the four PSP buttons makes a different beat – it's down to you to combine them into commands that translate into orders to attack, defend, advance and retreat. As the game progresses, you'll learn new drum patterns that will allow you to perform fantastical miracles. This in turn will help you overcome increasingly tougher opponents and reach new lands to conquer.

Key Features:

- **A unique control mechanism** designed specifically for PSP – there's no other game like this on the market.

- **A distinct graphical style** – developed by acclaimed French graphic artist Rolito, famous for his artistic collaboration work with PlayStation® and MTV among others.
- **A truly addictive experience** - the rhythm is going to get you. These catchy beats won't let you get the Patapon drums out of your head...

The Patapon are on the march and they're arriving on PSP in early 2008, so get your drumming fingers ready.

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For further information on PlayStation products, please visit www.scee.presscentre.com/au or contact

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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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