



**SYDNEY, September 2008** - Sony Computer Entertainment Australia (SCE Aust.) are pleased to announce that EyeToy® Play: PomPom Party and EyeToy® Play: Hero, are both arriving on PlayStation®2 (PS2™), this November.

### EyeToy® Play: PomPom Party

Limber-up for the first cheerleading game for PS2™, which comes bundled with real pompoms to help every wannabe-cheerleader pull off some groovy moves. As you follow the directions on-screen and shake your pompoms to the music, the EyeToy Camera will detect your movements and score your routines. So keep that rhythm going, and soon the whole block will be bouncing to your cheers in EyeToy Play: PomPom Party.



### EyeToy® Play: Hero

The ultimate quest for all budding adventurers – embark on a fantastic journey through a colourful, exciting fantasy world. EyeToy Play: Hero includes its own toy sword for you to wield; the EyeToy Camera will detect your sword's movements as you perform feats of bravery throughout the land. Watch your adventure unfold on-screen, hone your swordplay, and maybe one day you'll be considered a true hero of the kingdom!



## ENDS

For further information on PlayStation products go to [www.scee.presscentre.com/au](http://www.scee.presscentre.com/au) or contact:

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### **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, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 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, over 12.5 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 129 million systems worldwide. Since its launch at the end of 2004, over 37.5 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 9 million people have registered to the PLAYSTATION Network, the free-to-access interactive environment, and 160 million items have been downloaded.

### **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) and PLAYSTATION®Network software and hardware in Australia and New Zealand. SCE Aust. commenced trading in 1995.

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

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