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**For Immediate Release**

## **Get Ready for EyeToy®: Play 3 - It's Out of This World**

- **EyeToy: Play 3 is packed with more than 50 crazy mini-games and it's coming to PlayStation®2 this November**
- **Is this the ultimate party experience in the whole of existence?**
- **Supported by pan-galactic alien ads...Whatever you do, do the EyeToy!**

EyeToy: Play 3, the wackiest game on any planet, is back and packed full with more than 50 crazy new games for up to four players to compete in. Fresh from Sony Computer Entertainment Europe's [SCEE] London Studio, EyeToy: Play 3 is a compendium of the wildest, liveliest and funniest games you will ever compete in. The games are divided across four categories of music, sport, variety and party... plus the yet-to-be-revealed secret contents of the 'PlayRoom'.

Exclusive to PlayStation®2, this zany new title offers tonnes of choice for gamers who like to get active using the EyeToy® USB Camera. Play solo or compete head-to-head on screen with three of your mates...the options are endless. Get involved in these off-the-wall antics, so hilarious and fun that the whole galaxy has gone EyeToy mad! Here is just a taster;

### **Sport:**

- 🌐 **VolleyBall:** Longest arms may win as you take on one of the gorgeous in-game opponents - or beat one of your mates. Play singles or doubles and then up the pace with the **bonus games**; 'Speed Rally' and 'Bomb Ball'.
- 🌐 **Bowling:** Get so close to the action that your face appears on the bowling ball! 10 pin bowling gets a makeover as you challenge your mates in a straight-up tournament with up to 10 frames. Or check out the new spin on bowling, with **the bonus games**; 'Pin Precision', 'Marching Pins' or 'Giant Lane'.
- 🌐 **TouchDown:** Go for stadium drama in the 'TouchDown Run' challenge. When you have tackled your way to glory, make way for the **new bonus games**; 'Mascot Dash' and 'Goal Kick'.
- 🌐 **Athletics:** It's a full-on tournament as up to four people compete head-to-head in **six Olympian sports** including the 100 metres, Long Jump and Discus. Get traditional, get Greek, get in shape, get going...

### **Party:**

- 🎯 *Kitty Loves Me:* The challenge here is to attract the kitten. Take part in a series of quick fire rounds that will have you and your mates fighting it out to burst balloons, swat flies and fish for ducks. For every win you earn a fish to woo the cat with....
- 🎯 *Monkey Rampage:* Crush those buildings by jumping up and down like a **manic monkey**. Improve your crushing ability by feeding your monkey persona bananas, earned by winning the quick fire multiplayer mini-games including 'Log Jammin', 'Sack Race', 'Boulder Chase' and 'Basket Battle'.

### **Variety:**

- 🎯 *Boot Camp:* Get in shape with the Sergeant on 'Basic Training' and 'Combat Training'. Still not worked up a sweat? Then it's onto the **assault courses**. Boot Camp is complete with sound recognition to make sure you answer the Sergeant with a very loud "**SIR, YES SIR!**"
- 🎯 *Beauty Salon:* Make sure you look stunning with the very best in beauty treatments as you **cut, style, colour style, make-up, manicure, nail polish, massage** and **wax** to create an out of this world new look.
- 🎯 *Ghost Grab:* A truly other world experience! Punch and dodge those ghostly bodies as they fly towards you. And don't forget to move your body like you've never moved before in the bonus games; 'Ghost Juggle' and 'Slime Squash'.....

### **Music:**

- 🎯 *DJ:* Take to the decks and free wheel your way through loads of great tracks. Keep pace with the MC as you spin those decks, go head-to-head in 'DJ Showdown' and play the bonus games: 'Gimme 5' and 'High Flyer'.
- 🎯 *Be the Band:* It's battle of the bands as you choose from rock, blues and cool funk tracks. Get on stage and play all of the band's instruments, bringing a new meaning to the term 'one man band' ...But beware bad playing means terrible tunes...
- 🎯 *Maestro:* A classic game with classical tracks, pick-up the baton and conduct the orchestra in '**Maestro Clash**'. If you have it under control, you may be ready for the **bonus games** – 'Up Tempo' sets a ferocious pace, whilst 'Perfect Score' will ensure that your tune is on pitch and your timing is perfect.

With the contents of the **PlayRoom** yet to be revealed, this is a massive game that is set to be but HUGE all over the Universe! And its launch will be backed by a pan-galactic advertising campaign bringing you the highlights of 'The InterCosmic 'Play 3' Play-Offs' featuring a cast of EyeToy: Play 3 loving aliens.

So whenever you fancy taking a break from the everyday, grab your mates and get into the crazy world of EyeToy: Play 3... hilarious and out of this world! Whoever you are, whatever you do – do the EyeToy: Play 3

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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 PS one®, PlayStation®2 and PlayStation® Portable software and hardware in 104 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes games software for the three formats, and manages the third party licensing programs for these platforms in the PAL territories. At the end of June 2005, over 40 million PlayStation® units had been shipped across these PAL territories, over 102 million worldwide. Between its European debut on 24 November 2000 and 20th July 2005, over 33 million PlayStation®2 units have been shipped across the PAL territories, over 91 million world-wide, making it one of the most successful consumer electronic products in history. Between the launch of the PSP in Japan in December 2005 and 21 July 2005, over 5 million PSPs have been shipped worldwide.

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