

PlayStation Announce The Launch Of PlayStation Plus



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Sony Computer Entertainment Inc. (SCE) announced that it will offer PlayStation Plus, a new subscription service package on PlayStation Network. In addition to the current free to use existing features and services, PlayStation Plus brings value-added offerings including exclusive services and content worldwide on June 29.



Purchasing a membership* to [PlayStation Plus](#), will provide members with new options to expand their gaming experience and gain an exclusive set of features and content (content will vary by region). For users' convenience, PlayStation Plus will be available in different subscription options of 90 days and 1 Year starting from £11.99.

[PS+](#) members will be able to play the full version of designated PS3 downloadable and PlayStation Network titles including PS one Archives and minis (excluding Japan) with no limit of time as long as membership is effective. These games will become available for PlayStation Plus members at no extra cost.

Content such as avatars and dynamic themes, many of which are exclusive, will become available, as will early access to designated new game beta trials, game demos and video content prior to public distribution – both available within subscription fee.

Members will have access to exclusive discounts on designated PlayStation Store titles. Titles will vary every month on PlayStation Store.

Members can also access full game trial where they will have access to full versions of designated PS3 and PlayStation Network titles. The titles on offer will be available for download on PlayStation Store for a stated period and change every month. After the trial period expires (expiration dates will vary by content), users will be able to continue playing the game by purchasing the game on-line**.

PS3 will automatically download and install designated game demos and game updates and also download the system software update data (requires user agreement to install). PS3 will automatically start up at a designated time to download content and will turn off after the download has completed.

Since its launch in November 2006, PlayStation Network continues to gain strong support from [PlayStation communities](#) around the world. It offers a broad range of on-line content and services, including [on-line gaming](#), video chat and text messaging with other PS3 users on-line, as well as access to many games, videos and comic content downloadable from PlayStation Store.

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Notes to editors:

* PlayStation users can purchase PlayStation Plus membership through PlayStation Store on PS3 only. Users need to install PS3 system software version 3.40, which will be released on June 29th, to play PlayStation Plus.

** User can continue to use games with previously saved data. Any trophies earned during the trial will also be unlocked.

About Sony Computer Entertainment Inc.
Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation game console, the PlayStation2 computer entertainment system, the PSP (PlayStationPortable) handheld entertainment system and the PlayStation3 (PS3) system.

PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a handheld entertainment system that allows users to play [3D games](#), with high-quality full-motion video, and high-fidelity stereo audio.

SCEI, along with its subsidiary divisions Sony Computer Entertainment America LLC., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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