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**SONY 4K TECHNOLOGY BRINGS MULTI-PLAYER  
GAMING TO DIGITAL CINEMA THEATERS**

*Four-City Event Tour to Launch New PlayStation3 Game  
Demonstrates the Potential of Alternative Content*

**SAN DIEGO, Oct. 5, 2009** -- Sony is joining forces with movie theaters across the country to create a unique series of multi-player gaming events that highlight the potential of “alternative content” as an additional revenue source for exhibitors during non-peak times.

To support the release of the PlayStation3® title *UNCHARTED 2: Among Thieves*™, Sony Computer Entertainment of America and Sony Digital Cinema Solutions and Services are producing four exclusive “sneak peek” events. Attendees will have the chance to play UNCHARTED 2 on the big screen, powered by Sony Electronics 4K digital cinema technology, which provides image resolution four times greater than high-definition consumer televisions.

“Sony 4K digital cinema technology delivers an enhanced viewing experience unlike anything seen in theaters before,” said Mike Fidler, senior vice president of Sony Electronics’ Digital Cinema Solutions and Services Group. “But it also offers exhibitors additional programming options from alternative content such as gaming events, simulcasts, pre-recorded concerts, and sporting events, to maximize a movie theater’s profitability and fill auditoriums during non-peak times.”

As the move to digital cinema continues, exhibitors across the United States are increasing their menu of services and amenities to elevate the theater-going experience, turning theaters into “digital entertainment destinations.”

According to Fidler, this type of in-theater gaming event gives gamers and movie-going consumers an unprecedented out-of-home experience.

“As a total entertainment company, Sony is able to draw upon resources across its professional, consumer and content groups to create diversity and value for consumers and a practical solution for exhibitors,” Fidler said.

The “sneak peek” events will take place on October 5 and 6, 6-11 p.m., at the following theaters:

- Landmark Embarcadero, San Francisco, Calif.
- Muvico Theaters, Rosemont, Ill.
- Muvico Theaters, Thousand Oaks, Calif.
- Lincoln Square Cinemas, Bellevue, Wash.

Please visit [www.us.playstation.com/PSN/Events/Cinema/index.html](http://www.us.playstation.com/PSN/Events/Cinema/index.html) for more information.