

## WHAT DID I DO TO DESERVE THIS, MY LORD!? NOW AVAILABLE ON THE PLAYSTATION®NETWORK!

Santa Ana, CA (Apr 22, 2010) – NIS America announced today that “What Did I Do to Deserve This, My Lord!?” has returned to the PlayStation®Store at the great value price of \$7.99 to make it more accessible for users. Gamers can download the game from their PSP or computer by simply logging on to their PSN account. The game has a relatively compact size of about 41MB, making it swift to download. But do not be fooled by the small size of the game. My Lord packs in hours of game play with extra features like hero edit mode and screen capture mode to share game data with your friends.

### About My Lord

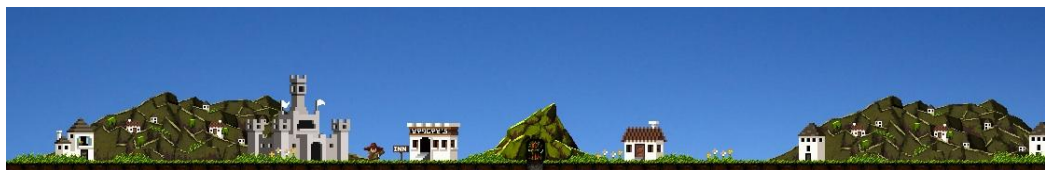
The goal of the game is clean and simple: As the God of Destruction, you must create a dungeon that is difficult and powerful enough to fend off human hero invasions. The dungeon must have a self-sustaining ecosystem, so players must strategically dig and create a dungeon with a balanced food chain. Periodically, human heroes will invade the dungeon in order to bring peace and harmony to the world, but they are your enemies. You must destroy the heroes before they capture the Overlord and take him back to the surface.

### About NIS America

NIS America is a subsidiary of Nippon Ichi Software, Inc., a Japanese company famous for its unique line of strategy RPGs including titles such as Disgaea, Phantom Brave, and Makai Kingdom.

In 2003, NIS America was established in Southern California to publish exciting and innovative game titles for North America.

NIS America’s team members devote themselves to the fans. Our respect for our fans is at the heart of everything we do. As a growing strategy RPG publisher in the U.S., we are committed to continuous improvement and dedication.



### About Sony Computer Entertainment

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 PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (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 an innovative handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell Broadband Engine processor with super computer-like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

© 2009 Sony Computer Entertainment Inc. All Rights Reserved.

<b>RELEASE DATE</b>	Apr 22, 2010
<b>PLATFORM</b>	PlayStation®Portable
<b>GENRE</b>	Strategy
<b>PLAYER(S)</b>	1
<b>ESRB</b>	Teen
<b>PUBLISHER</b>	NIS America
<b>DEVELOPER</b>	Sony Computer Entertainment Inc. ACQUIRE CORP.
<b>CONTACT</b>	support@nisamerica.com 714-540-1122