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**MYSOTI.COM ANNOUNCES EXCLUSIVE PRODUCT OFFERING WITHIN
PLAYSTATION HOME ACROSS EUROPE, AFRICA, AUSTRALASIA AND THE
MIDDLE EAST.**

Creators of T-Shirt designs on MySoti.com offered opportunity to design and create original designs and sell them via Sony PlayStation's Virtual World, PlayStation Home.

MySoti.com / Bountee Ltd

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London, UK, March 26, 2009 - MYSOTI.COM today announces a content partnership deal with Sony Computer Entertainment Europe (SCEE) which will bring selected clothing designs from its community-sourced 'Most Wanted' range into and for sale within PlayStation Home. And - in what is the first deal of its kind across any territory - all designers who have been chosen for inclusion within the PlayStation Home service will receive a percentage of the revenue from their designs sold; meaning that for the first time the PlayStation Home community will have the potential to create their own marketable products within the service.

"With our designers now being offered the opportunity to sell their work within PlayStation Home, we feel that MySoti.com has really come into its own as the premium product-creation tool for people who are passionate about their design and illustration work", said Stephen Hunt, Co-Founder and Director of MySoti, "Just imagine the possibilities of being able to design and sell products for both the 'real' and 'virtual' worlds? Also we sincerely hope that - for residents of PlayStation Home - the opportunity to wear the same quirky and original t-shirt designs both online and off will help with the development of a deeper relationship between their online and offline personas'.

"We are very pleased to be introducing MySoti to PlayStation Home," said Daniel Hill, European Home Services Manager, Sony Computer Entertainment Europe. "We are constantly looking to bring more content to Home and MySoti offers users a unique opportunity to design a t-shirt to be worn by avatars within Home and to generate revenue from its sales. This is content unlike anything else within Home and we look forward to bringing more and more exciting and unique content throughout the coming year."

After the initial launch, MySoti.com intends to offer 20 new designs a month through their placement within the Threads Store of PlayStation Home; with the possibility of new and varied products to come (both real and virtual).

For more details on the MySoti/PlayStation Home offering please visit:

<http://www.mysoti.com/playstation/>

About MySoti.com

MySoti.com (Make Your Stuff On The Internet) provides the perfect 'passive income generation' tool for designers, illustrators, bloggers, communities and upcoming bands et al wishing to earn extra revenue from their work.

Described as 'Flickr for t-shirts' by popular illustration and cartooning website, Drawn.ca, MySoti offers content creators the ability to upload their original designs and turn them into a variety of quality products, such as T-Shirts, Canvas prints, heavy-duty, Giclee printed Posters for free.

And because, unlike other art and design submission sites, MySoti makes no claims over the ownership of the designs uploaded, members of the MySoti community are free to upload and take the marked-up profit from any of the designs they sell - all whilst freely working with these designs in other distribution channels. And as there is no limit to the amount of designs that a person can upload, with a little exposure a designer could freely return a profit month on month - all for free; and of course a little talent!

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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 21.3 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 136.3 million systems worldwide. Since its launch at the end of 2004, over 50 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 20 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 380 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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