

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen

4. The acts and practices of Respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

5. Respondent has disseminated or has caused to be disseminated advertisements for the PS Vita, including but not necessarily limited to the attached Exhibits A through D. These advertisements contain the following statements and depictions:

A. Television Commercial (Exhibit A, transcript, and Exhibit B, DVD containing ad)

[Depiction of a young man sitting on a couch, playing the

[Voice Ove]: “People are lookin’ at ’cha with bad intentions. Because with Vita, your spot on the leader board is always up for grabs.”

[Depiction of the young man passing strangers on the street who also appear to be playing on a PS Vita. They look furtively at each other. A man passing by on a bus, who also appears to be playing a PS Vita, nods to the young man.]

[Voice Ove]: Find a friend, find an enemy, find a game anywhere, anytime.”

[On-screen Super “3G GAMING”

[On-screen Super “#GAMECHANGER”

[Voice Ove]: “Never Stop Playing”

[On-screen Super “NEVER STOP PLAYING”

[Voice Ove]: “PlayStation Vita”

[On-screen Super “PS VITA”

6. Through the means described in Paragraph 5, Respondent has represented, expressly or by implication, that:

A. PS Vita users are able to pause any PS3 game they are playing on their PS3 consoles at a specific point in the game, and continue to play that game where they left off on the PS Vita.

B. PS Vita users who own the 3G veBion aPS Vita004FsTch0.0wh the (3G10cs)14 Tw [(w)2(ho ow)

