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MEDIA INFORMATION



Virtual to real race dream comes true for one Australian

- 25 year old, Melbourne student, Daniel Holland to represent Australia in Nissan GT Academy International stage
- Trip of a life time to Silverstone, UK, to complete race driver boot camp GT Academy
- Potential to win season-long drive in a full race-spec Nissan 370Z in the European GT4 Cup racing series

MELBOURNE, 6.00pm EST, 3 February 2010 – Sony Computer Entertainment Australia has announced 25 year old student, *Daniel Holland* as the Australian winner of Nissan GT Academy 2010. This is the first time an Australian will be represented in the competition which will see him go head-to-head against other finalists across 17 countries.

From the 16 Australian finalists flown in from around the nation today, only *Daniel Holland* will take his PlayStation®3 (PS3™) lounge room racing dream literally to the race track. He will now be participating in the international stage of Nissan GT Academy at Silverstone, UK, undergoing a rigorous training program against other competitors for the chance to become a real world race car driver.



After recording the best results today, the culmination of a series of challenges on Gran Turismo for PS3, *Daniel* will travel to Silverstone at the end of February 2010, with the chance to live his race car driving dream.

Australia holds promise to be a tough competitor in the next stage. *Daniel Holland* consistently recorded top ranking lap times on the international leader board during the online round of the competition, to secure his place in today's national final.

"I'm stoked! I can't believe that my passion for Gran Turismo has provided me with this opportunity. The fact that I'm now going Silverstone at the end of this month as the first Australian to take part in Nissan GT Academy, blows my mind. It's been a phenomenal day with some worthy challengers, but right now, I just can't wait to get to the UK to compete internationally!" said Holland.

1 The GT Academy competition is open to participants who are over 18 from the following territories: Australia; Austria; Belgium; France; Germany; Ireland; Italy; Netherlands; New Zealand; Portugal; Spain; Switzerland; UK; and Denmark, Finland, Norway and Sweden.

Daniel will join other finalists from competing countries¹ at the world famous Silverstone circuit for the Nissan GT Academy - a five-day, comprehensive race driver 'boot camp'. Participants will have the chance to develop new driving skills through a series of online and off-line challenges that will include handling of Nissan cars and will also be judged on physical fitness and mental aptitude.

The two finalists that display the talent, fitness, aptitude, drive and determination to succeed in motor sport, will undergo a UK-based intensive driving and racing programme to prepare them to qualify for an international racing license. Finally, the driver with the most potential will compete on an international stage, racing a full season in the European GT4 Cup in a Nissan 370Z prepared by RJN Motorsport in May, 2010.

Daniel follows in the footsteps of Spanish student Lucas Ordoñez, who graduated from his PlayStation 3 console to become a full-time racing driver via Nissan GT Academy.

“GT Academy epitomises the Sony make.believe spirit, the power of turning dreams into reality” said Raoul Bedford, Senior Director Marketing, SCE Australia. “From enjoying Gran Turismo on PlayStation in your living room, to perfecting the ultimate simulator game and aspiring to become a real life race car driver, PlayStation and Nissan have given *Daniel Holland* the opportunity to fulfil his dream through GT Academy.”

“The team at PlayStation share *Daniel Holland's* excitement and anticipation as he heads to the UK. With 2010 being the inaugural year of Australia's involvement in Nissan GT Academy, we wish him well and will be supporting him all the way.”

The journey so far:

Stage one	Gran Turismo time trial on PS3 where participants recorded their timed laps in two virtual cars – a standard Nissan 370Z and a race-tuned version	<i>Daniel Holland</i> consistently recorded top ranking lap times on the international leader board during the online round of the competition
Stage two	The twenty fastest online times from each participating territory qualify for a national final event	<i>Daniel Holland</i> recorded the cumulative best lap times of the 16 Australian finalists at the National event
Stage three	19 finalists from around the world will head to the world famous Silverstone circuit for the GT Academy itself - a five-day, comprehensive race driver 'boot camp'. They will have a chance to develop new driving skills in an array of Nissan, and other, hardware challenges, while also being judged on fitness and mental attitude	<i>Daniel Holland</i> is set represent Australia on the international stage. He thinks he's got what it takes to win
Stage four	The two competitors that display the talent, fitness, aptitude, drive and determination to succeed in motor sport will complete a UK-based intensive driving and racing programme and qualify for an international racing license	
Stage five	One will then compete on an international stage as the overall GT Academy 2010 champion, enjoying a full season in the European GT4 Cup in a Nissan 370Z prepared by RJN Motorsport. The opening race is currently scheduled for May, 2010	

Follow *Daniel Holland's* journey at www.facebook.com/GTAcademy | <http://eu.gran-turismo.com/> | www.twitter.com/GTAcademy

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Additional Notes:

About GT Academy 2010

GT Academy 2010 will use the virtual world of the new PlayStation® Gran Turismo®5 game to find a real-world racing driver. The stakes are high, with an intensive race training programme and a season-long drive in a full race-spec Nissan 370Z in the European GT4 Cup as the ultimate prize.

GT Academy 2010 is the second instalment of this incredible competition. In 2008/09, Lucas Ordoñez, a 23-year-old Spanish student, graduated from his PlayStation®3 (PS3™) to become a full-on racing driver via the GT Academy. Lucas is living proof that the answer to the question posed by PlayStation and Nissan - "can the world of virtual racing unearth a real racing talent?" - was a resounding "yes".

The GT Academy competition is open to participants who are over 18 from the following territories: Australia; Austria; Belgium; France; Germany; Ireland; Italy; Netherlands; New Zealand; Portugal; Spain; Switzerland; UK; and Denmark, Finland, Norway and Sweden. The Terms and Conditions of entry stipulate that anyone who holds, or has held, a national or international race license will not qualify for GT Academy. This rule is aimed at maintaining the purity of the "virtual to real" concept. (Terms & Conditions available at www.eu.playstation.com/terms)

GT Academy 2010 is divided into five key stages:

Stage One - Entrants download the Gran Turismo time trial via PlayStation®Network, accessed through PS3. They record their timed laps in two virtual cars – a standard Nissan 370Z and a race-tuned version. Times in each participating territory will be logged on a leader board. Participants can post as many entries as they like.

Stage Two – The holders of the twenty fastest online times from each participating territory will qualify for a national final event held to select the fastest one or two Gran Turismo drivers who will proceed to the next phase.

Stage Three – 19 finalists, chosen from each of the national finals events, will head to the world famous Silverstone circuit for the GT Academy itself - a five-day, comprehensive race driver 'boot camp'. They will have a chance to develop new driving skills in an array of Nissan, and other, hardware challenges, while also being judged on fitness and mental attitude.

Stage Four - For the two competitors that display the talent, fitness, aptitude, drive and determination to succeed in motor sport, the action will hot-up even further. A UK-based intensive driving and racing programme will prepare them to qualify for an international racing license.

Stage Five – There is only one place available for the driver with the most potential to compete on an international stage. The overall GT Academy 2010 champion will race a full season in the European GT4 Cup in a Nissan 370Z prepared by RJN Motorsport. The opening race is currently scheduled for May, 2010.

About Gran Turismo®

With more than 53 million units sold worldwide, the award-winning Gran Turismo® franchise for the PlayStation®, PlayStation®2 and PlayStation®3 is regarded as the best and most authentic driving simulation ever created due to its true-to-life graphics, physics and real-life cars and tracks. Since the inception of the Gran Turismo franchise, famed creator Kazunori Yamauchi and Polyphony Digital Inc. in Japan have revolutionized the racing category as we know it today. His offerings provide the gamer with the most true-to-life driving simulation within the industry and a unique medium for motor manufacturers to showcase their products.

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 27 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 140.7 million systems worldwide. Since its launch at the end of 2004, over 55.9 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 31 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 650 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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About Nissan in Europe

Nissan employs around 12,500 people in its European design, research and development, manufacturing, logistics, and sales and marketing operations. In calendar year 2008, the company sold 601,647 vehicles across 40 markets in Western and Eastern Europe including Russia. Furthermore, the company produced a total of 539,580 vehicles in its Spanish and British plants.

For more information, please go to www.nissaneurope-news bureau.com

About the Nissan 370Z

Nissan's new 370Z continues the bloodline of previous Zs by offering an authentic rear-wheel drive sports car experience, with enhanced performance and handling thanks to its more compact dimensions and attention to weight-saving.

In the first full redesign of the iconic Nissan Z since its re-introduction in 2003, the new 370Z now sports a shorter wheelbase, greater use of lightweight body materials, a new engine with more horsepower and a new 7-speed automatic transmission with paddle shifters, as well as the world's first synchronized down/up shift rev control system for the manual transmission.

But to get the full measure of the new model, now designated the Nissan 370Z, one need look no farther than the purposeful, athletic design which retains the Z's basic DNA, but adds a purposeful muscularity. The new 370Z remains true to the Z's original philosophy, offering accessible performance, true sportscar handling and athletic, agile design.