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## Sony may launch PS3 on 23 March

All indications suggest that date

by Amber Maitland published on 15 January 2007

Sony has yet to announce an official launch date for the PS3 in the UK and Europe, but news from advertising agency suggest that it may be on 23 March.

A March release has been promised since the last delay, and now TBWA says that its ad campaign for the PS3 will roll out at the end of March.

This means that it's unlikely that Sony will put the product on the shelves in early March.

A source in the retail sector has told GamesIndustry.biz that Sony is scheduled to announce a final release date within the next 2 weeks.

