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## [PS3 - Games Rental Site Launched](#)

*It's the only way gamers will be able to enjoy more than one or two games*

Again: buy your [PS3](#) but rent the games. Don't laugh. With a £425 price tag, UK gamers don't have much of a choice. Earlier this week, news about Gametart Direct having two offers regarding Sony's PS3, immersed. The first one said: PS3 6 months of unlimited games rental at the incredible price of £499.99. The second: PS3 12 months of unlimited games rental at only £549.99. The store calculated that if you bought 3 PS3 games per month for six months, it'd cost you £810. They say their deals allow you to play the same amount for just £75, saving you £735! Now, specific games rental site, [rentps3.co.uk](#) has been set up as a special outlet of PS3 games rentals, to help people get the most out of their PS3, after reaching so deep in their pockets for the machine. They also have some good start-up deals for people who still haven't ordered their system. Rob Savin, Marketing Manager at PS3 Games Rental UK says, "The PS3 is amazing. The problem is that it's so expensive for most people to afford. Until games prices come down we see games rental as the only way that most people are going to be able to get the most out their investment - the cost of just two games will buy people over six months of unlimited rentals." What can you do? Until [Sony](#) lowers down the price on that way-too-smart-for-this-era machine, gamers will rent their games at 43p per day, in UK. Also a 10 day free trial is available for all new users of the service. Think this isn't cool? Some of Italy's gamers already have the machines in their homes, although that wasn't planned until [23 March](#), this Friday. because of a retailer's opening its doors early, in a greedy attempt to sell more units than its rivals. Crazy world huh?