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No price cuts for this console yet  
Wikipedia

## [Sony Says There Are No Plans for a Price Cut in March 2009](#)

### *Denies the recent rumors*

There's a very tough battle going on between the three large gaming device manufacturers out there, Microsoft, Sony and Nintendo, which come up with different types of strategies in order to attract the average users who want to buy a home console. This battle gets even more fierce during this holiday season, as people want to spend their hard earned money on products for themselves or for their loved ones, and consoles are very appealing.

Every producer employs a different strategy these days, as executives have various ideas regarding the moves to be made. Microsoft has operated price cuts, which made its console one of the cheapest products out there, and, together with a wide variety of devices, will certainly attract a lot of customers during the upcoming holiday season.

While the North American company spared no expense in making the Xbox 360 more attractive, the Japanese executives at Sony and [Nintendo](#) clearly stated on several occasions that no price cuts would be made for the PlayStation 3 and Nintendo Wii, respectively. However, a recent rumor has surfaced indicating that [Sony](#) had planned a price cut, not for this holiday season, but for March 2009.

The company commented on the subject through the voice of one of its North American representatives that no plans concerning a price cut had been made and that the rumors were false, "There are no plans for a price reduction on PS3 in March 09, and anything reported on or discussed otherwise is purely rumor or speculation".

While the PS3 does have a lot of advantages, its main drawback during this period is the big price, as it is the most expensive console on the market. Sony should start thinking about a price cut in order to make people notice the PS3 and its advantages, which the company has always praised.

Let's just hope Sony will make the right decision for the average consumer so that everyone can afford a PS3.