EA Introduces Henry Hatsworth in the Puzzling Adventure for Nintendo DS(1)

The Ultimate Fun, Quirky Game That Intertwines Platform and Puzzle Genres

LOS ANGELES, Aug 12, 2008 (BUSINESS WIRE) -- Love puzzle games, but also love an adventure? Now you can have both in one game. The Casual Entertainment Label of Electronic Arts Inc. (NASDAQ:ERTS) today announces Henry Hatsworth in the Puzzling Adventure an exclusive Nintendo DS(TM) adventure-puzzle game that adds a new element of fun by combining the action of an adventure game with the challenge of a puzzle game all in one.

"We are excited to bring an indie-inspired new intellectual property to the EA Casual Entertainment Label with Henry Hatsworth that fuses together two styles of gameplay utilizing the two Nintendo DS screens like never before," said Robert Nashak, VP of EA Casual Studios. "The innovative elements of the game have the potential to appeal to both Nintendo enthusiasts and more casual Nintendo DS players."

Meet Henry Hatsworth, a quirky, light-hearted character who players will guide on their journey through a new style of gaming adventure on their Nintendo DS. In this two-in-one adventure, players will explore five exotic worlds, fight a variety of opponents, and venture through more than 30 levels, including nearly a dozen hidden levels while taking on outrageous world-ending bosses. The separate worlds on the two Nintendo DS screens have a cause and effect inter-relationship, and players choose when to switch between conquering the action-platform realm and mastering the increasingly challenging puzzle world. A wide variety of power-ups will help Hatsworth in both of these worlds. Players will complete puzzle combinations and defeat puzzle enemies in order to gain power ups, health, and energy to supercharge Hatsworth in his adventure.

"Henry Hatsworth is an incredibly unique game," said Scott Walker, Henry Hatsworth Executive Producer. "It's a deep, challenging, and humorous game that you won't want to put down."

Developed by a team at EA Tiburon in the EA Casual Entertainment Label, Henry Hatsworth is scheduled to be available worldwide early 2009. The game is not yet rated by the ESRB or PEGI. For game artwork, visit http://www.info.ea.com.

(1) working title

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle (TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of $3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at http://info.ea.com.

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