



More Than 50 Creative Celebrities Test the Limits of Their Imagination with EA's Spore

"Sporebrities" Design Their Own Alien Species with the Spore Creature Creator; Fans Can Vote for Their Favorites at www.sporevote.com

EMERYVILLE, Calif., Sep 02, 2008 (BUSINESS WIRE) -- If your favorite TV, Music, Technology and Pop Culture stars could create their own alien life forms, what would they look like? Would they be passive or aggressive? Would they have two eyes or 10? Maxis, an Electronic Arts Inc (NASDAQ:ERTS) studio today announced a new web site that aims to find out. Maxis has invited more than 50 creative celebrities to design their own out-of-this-world alien species with the Spore(TM) Creature Creator. The Spore Creature Creator is a stand-alone product and creativity toy box where players create their own unique creatures, bring them to life with entertaining animations, and share them online with friends around the world.

Participants created their own species using the Spore Creature Creator and uploaded it to www.Sporevote.com, where fans can then log on, view the creatures and vote for their favorite.

Participants (in alphabetical order), include:

- Adam West
- Andrew WK
- ANT
- Benjamin McKenzie
- Bijou Phillips
- Breckin Meyer
- Brian Eno
- Carlos Santana
- Christopher Titus
- Cole Sprouse & Dylan Sprouse
- David Arquette
- David Lynch
- DJ AM
- Drac Studios
- Elijah Wood
- Emeril Lagasse
- Flight of the Conchords

-- Greg Grunberg
-- Hal Sparks
-- John Aboud
-- Margaret Cho
-- Mario Lopez
-- Melissa Joan Hart
-- Peaches
-- Stan Lee
-- Stephen Colletti
-- Steve Aoki
-- Joey Fatone
-- Alex Greenwald
-- Chad Michael Murray
-- Jaime King
-- Jason Ritter
-- Katy Perry
-- Masi Oka
-- Michelle Pesce
-- Neil Patrick Harris
-- Sal Masekela
-- Will Wright
-- Zachary Levi
-- Alex Albrecht
-- Alex Bogusky
-- Brian Cencente
-- Charlene Li
-- Craig Newmark
-- Curt Schilling
-- Eric Nakamura
-- Gary Vaynerchuk

-- Geoff Keighley
-- iJustine
-- Jay Aldeson
-- Joel Johnson
-- Kent Nichols
-- Kevin Rose
-- Mark Cuban
-- Michael Arrington
-- Philip DeFRanco
-- Richard Branson
-- Robert Scoble
-- Scott Beale
-- Veronica Belmont

The Spore Creature Creator is rated E for Everyone by the ESRB. The downloadable demo version is free. The retail version has an MSRP of \$9.99 in North America. Fans that want to create their own creatures can download a free trial version of the Spore Creature Creator at www.spore.com.

Spore ships for the PC, Mac, Nintendo DS(TM) and mobile phones on September 5, 2008 in Europe and September 7, 2008 in North America and Asia. A limited-edition collectors edition of the game, the Spore Galactic Edition, is also available, which includes the 'Making of Spore' DVD, "How to Build a Better Being" DVD from the National Geographic Channel (NGC), 'The Art of Spore' hardback mini-book, a fold-out Spore poster, and a premium 100-page Galactic Handbook.

www.sporevote.com was created and managed by Mekanism. Learn more about Mekanism at www.mekanism.com

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 SPORTSTM, EATM, EA SPORTS FreestyleTM and POGOTM. 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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About Mekanism

Mekanism is a San Francisco and New York based production studio housing film and animation content creators.

We sprinkle our love of good storytelling on viral campaigns, commercials and branded entertainment to inspire measurable brand loyalty.

SOURCE: Electronic Arts Inc.

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