



EA Unleashes a Bloodbath as Dead Space Ships to Retail

Get Your Scare Before Halloween With Award-Winning Sci-Fi Survival Horror Game

REDWOOD CITY, Calif., Oct 14, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Dead Space(TM), the award-winning new survival horror game, has shipped to retail in North America for the Xbox 360(R) video game and entertainment system and PLAYSTATION(R)3 computer entertainment system. The PC version will ship on October 20. Dead Space will be in stores in Europe on October 24 for the Xbox 360, PLAYSTATION 3 system and the PC.

First introduced last year, Dead Space is an original horror intellectual property that quickly won over critics worldwide with its stunning visuals, spine-tingling gameplay and horrifying creatures. The game has won over 11 awards and has earned a 5 out of 5 from GamePro magazine and 9.25 out of 10 from Game Informer magazine. GamePro even said that Dead Space is "...one of the best survival horror experiences ever created," and Game Informer quotes, "No game has ever been this frightening."

"Dead Space has been an exciting new direction for the team seeing how it is the first survival horror game to come out of EA," says Glen Schofield, Executive Producer on Dead Space. "We created a very deep piece of fiction for the game and really pushed the boundaries on the violence, gore and psychological terror needed to produce a high quality horror entertainment product. We think that people will love the universe that we created and have a lot of fun with strategic dismemberment. You can even dig deeper into the Dead Space universe with our 6-book comic series, the animated feature Dead Space Downfall, and the interactive web series No Known Survivors."

Set five hundred years in the future, Dead Space follows the story of Isaac Clarke, a normal systems engineer, who is sent with a small repair team to restore communications aboard an immense mining ship, the USG Ishimura. Once onboard the vessel, Isaac discovers that the crew has unearthed an ancient and malevolent alien presence far beneath the planet's surface and brought it onboard. It's a living nightmare onboard the Ishimura, which has turned into a floating bloodbath, as the crew has been unspeakably mutilated and infected by an ancient alien scourge. Clarke's repair mission becomes one of survival as he fights not just to save himself, but to return the artifact to the planet at any cost.

Developed at EA Redwood Shores, Dead Space is rated M for Mature with descriptors of Blood and Gore, Intense Violence and Strong Language by the ESRB and 18+ for PEGI. Dead Space will be available for MSRP \$59.99 on the Xbox 360 and PLAYSTATION 3 system and MSRP \$49.99 for the PC. The Dead Space Ultra Limited Edition will be available on the Xbox 360 for MSRP \$149.95 through the EA Store(TM). For more information about the game, go to the website at <http://www.deadspacegame.com> or <http://info.ea.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 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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