



Before You Carve Your Turkey This Thanksgiving Practice on Some Necromorphs with the Dead Space Dismemberment Demo

REDWOOD CITY, Calif., Nov 24, 2008 (BUSINESS WIRE) --

Electronic Arts Inc. (NASDAQ:ERTS) announced today that a free* downloadable demo for the award-winning videogame *Dead Space*(TM) will be launched on November 25th. The stunning demo showcases the critically acclaimed combat and strategic dismemberment of the epic sci-fi action game. The demo comes just in time for holiday gift buyers to get a taste of the gore and action that has made the game a critical and commercial hit. The demo will be available at the PlayStation(R)Store in North America and Xbox LIVE(R) Marketplace worldwide*. In Europe, the demo will be available at the PlayStation Store on November 27th.

Winner of over 27 critic awards and currently nominated for Best Action Adventure Game on Spike TV's upcoming 2008 Video Game Awards on December 14th, gamers can experience a taste of, as GamePro magazine says, "...one of the best survival horror experiences ever created." Now, before experimenting on a turkey this Thanksgiving, you can tear the Necromorphs apart limb by limb with four different futuristic mining tools, and Isaac Clarke's telekinesis and stasis abilities.

For helpful carving and combat tips from the Dead Space development team, visit <http://www.deadspacegame.com>

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* is now available for MSRP \$59.99 on the Xbox 360(R) video game and entertainment system and PLAYSTATION(R)3 computer entertainment system and MSRP \$49.99 for the PC. For more information about the game, go to the website at <http://www.deadspacegame.com> or <http://info.ea.com>.

* INTERNET CONNECTION required. Xbox LIVE gold or silver membership OR PLAYSTATION(R)Network account required.

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™, EA™, EA SPORTS Freestyle™ and POGO™. 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>.

EA, EA SPORTS, EA SPORTS FREESTYLE, POGO and Dead Space are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Microsoft, Xbox, Xbox 360 and Xbox LIVE are trademarks of the Microsoft group of companies. "PLAYSTATION" and "PlayStation" are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Games Label
Jino Talens, 650-628-9111
Publicist
jtalens@ea.com
Scott Gamel, 650-628-7286
Senior PR Manager
sgamel@ea.com

Tammy Schachter, 650-628-7223
Senior PR Director
tschachter@ea.com

Copyright Business Wire 2008

News Provided by COMTEX