



EA Sends Players to Hell in Epic Action Game Dante's Inferno

REDWOOD CITY, Calif., Dec 15, 2008 (BUSINESS WIRE) --

Lasciate ogne speranza, voi ch'intrate.*An abducted soul, a lifetime of sins, a journey to the depths of despair. Electronic Arts Inc. (NASDAQ: ERTS) announced today that EA Redwood Shores, the studio behind the hit horror game *Dead Space*(TM), is now working on another original property -- this one based on the medieval epic poem *The Divine Comedy* by Dante Alighieri. The dark fiction gave birth to the Tuscan Italian dialect and is widely considered the work that has defined the western world's contemporary conception of hell and purgatory. The poem tells the tale of Dante who journeys through the twisted, menacing nine circles of hell in pursuit of his beloved Beatrice. Dante's tortured and tormented world is an ideal setting for this 3rd person action and adventure of a video game, *Dante's Inferno*(TM).

Written in the 14th Century, *The Divine Comedy* was published and read aloud in Italian (unlike the Bible), thereby making the poem accessible to the mass public. The poem delivers a striking and allegorical vision of the Christian afterlife and the punishments of hell. In part one, known as Dante's *Inferno*, Dante traverses all nine circles of hell; limbo, lust, gluttony, greed, wrath, heresy, violence, fraud and treachery.

"The time is right for the world of interactive entertainment to adapt this literary masterpiece, and to re-introduce Dante to an audience who, until now, may have been unfamiliar with the remarkable details of this great work of art," said Jonathan Knight, Executive Producer for *Dante's Inferno*. "It's the perfect opportunity to fuse great gameplay with great story."

For more information on *Dante's Inferno*, please visit www.dantesinferno.com and sign up for the newsletter and bookmark for news, features and upcoming events.

* Translation: Abandon all hope, ye who enter here.

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>.

EA, EA SPORTS, EA SPORTS Freestyle, POGO, *Dead Space* and *Dante's Inferno* are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All other trademarks are the property of their respective licensors.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Scott Gamel, 650-628-7286 (Sr. PR Manager)

sgamel@ea.com

Tammy Schachter, 650-628-7223 (Senior Director of PR)

tschachter@ea.com

Jino Talens, 650-628-9111 (Publicist)

jtalens@ea.com

Copyright Business Wire 2008

