



EA and Z Corporation Partner to Make Spore Creations Come Alive

REDWOOD CITY, Calif. and BURLINGTON, Mass., Dec 18, 2008 /PRNewswire via COMTEX News Network/ --

3D printing technology turns players' one-of-a-kind creatures into figurines called Spore Sculptures

Spore(TM) fans' most outlandish and otherworldly digital creations are coming to life!

(Photo: <http://www.newscom.com/cgi-bin/prnh/20081218/NE53380>)

Maxis, an Electronic Arts Inc. (Nasdaq: ERTS) studio, and Z Corporation today announced that fans of the critically acclaimed video game Spore can now transplant their unique creatures into the real world as "Spore Sculptures" through Z Corporation's 3D printing technology. The partnership furthers EA's commitment to extending intellectual property outside of traditional gaming, giving fans a platform to go beyond the game and further express their creativity.

"At its heart, Spore is a tool for creativity. Since launch, fans have made more than 40 million Spore creatures, vehicles and buildings," said Patrick Buechner, Vice President of Marketing at Maxis. "We wanted to give players a way to extend their in-game creativity to the real world. The flexibility of the in-game creation tools allows an almost limitless variety of Spore Sculptures."

Z Corporation's high-definition multicolor 3D-printing is the technology that enables the conversion of players' one-of-a-kind creatures into figurines that can be proudly displayed to friends and family. Spore Sculptures are the latest incarnation of ZPrints(TM), full-color physical objects produced from 3D data much as a traditional office printer creates a document from text.

"A ZPrinted Spore Sculpture will immortalize a Spore creature at any given time, or several selected times to document its evolution," said John M. Kawola, Z Corporation CEO. "There's a staggeringly large universe of 40 million potential creations that can cross into the physical world."

To create a Spore Sculpture, players design their creature using the Spore Creature Creator with hundreds of flexible drag-and-drop body parts and a virtually infinite number of possible configurations. Players can then digitally paint their creatures with unique patterns. Once the creatures are complete, players upload their digital creations to www.sporesculptor.com and place their order. The ZPrinted models (up to 4 inches tall) will be shipped directly to consumers. For detailed information on the Spore Sculpture creation process, visit <http://www.zcorp.com/Solutions/Entertainment---The-Arts/About-Spore-Sculptures/page.aspx>.

Released to worldwide critical acclaim in September, Spore is a game that lets people tap their inner creativity and build their own personal universe, evolving life from a single-cell organism to a galactic god over hundreds of millions of years. Gamers design a species and guide it to sentience, then help it build a society, develop its culture, and ultimately explore an infinite cosmos of worlds created by other players.

Crossing from the virtual to physical worlds is a popular trend in merchandising for the gaming industry. Spore Sculptures will be a dramatic addition to Spore T-shirts, playing cards and comic books. Z Corporation technology is ideally suited for this role given its status as the industry's only high-definition multicolor 3D printer.

Spore Sculptures will retail for \$49.50 USD.

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>.

About Z Corporation

Z Corporation makes products that enable users to capture, edit, and print 3D data with unprecedented speed, ease, versatility and affordability. These products include the world's fastest high-definition 3D printers --- machines that produce physical 3D models from digital data in full color -- and uniquely portable 3D scanners -- handheld machines that digitize 3D surfaces in real time. Z Corp. technology is enabling a wide range of applications in manufacturing, architecture, civil engineering, reverse engineering, geographic information systems (GIS), medicine and entertainment. For the latest news and information from Z Corp., visit www.zcorp.com.

PRESS CONTACTS FOR EA

Amanda Taggart	Bryce Baer	Tammy Schachter
Electronic Arts	Electronic Arts	Electronic Arts
510-428-4698	650-628-5102	650-628-7223
ataggart@ea.com	bbaer@ea.com	tschachter@ea.com

PRESS CONTACTS FOR Z CORPORATION

Julie Reece	Ed Marshall
Z Corporation	Beaupre & Co. Public Relations
(781) 852-5058	(603) 559-5816
jreece@zcorp.com	emarshall@Beaupre.com
www.zcorp.com	www.beaupre.com

SOURCE Z Corporation

<http://info.ea.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX