



## Get on Board Early With the Skate 2 Demo on Xbox Live Marketplace and PlayStation Network

REDWOOD CITY, Calif., Jan 07, 2009 (BUSINESS WIRE) --

Black Box, an Electronic Arts Inc. studio (NASDAQ: ERTS) announced today that the *Skate 2* demo will hit Xbox Live Marketplace on January 8<sup>th</sup> and the PlayStation Network on January 15, 2009. The demo introduces players to the city of New San Vanelona where they can skate with style and individuality via access to the enhanced character customization tools. Gamers will get a first glimpse of the deep single-player story and exciting challenges in all-new locations. The *Skate 2* demo will also feature two of the game's online Party Play modes: Thrasher's Hall of Meat and Spot Battle.

*Skate 2* ups the ante in delivering all the grit, creativity and culture of skateboarding. Equipped with double the bag of tricks, players are tasked to rebuild their career and revive the skate scene. Now with the ability to get off-board and move objects, gamers can create their own epic spots and challenges, which can then be uploaded, shared and experienced by others around the world.

*Skate 2* hits retailers in North America on January 21<sup>st</sup>, and worldwide on January 23, 2009 - making it one of the first must-have games of 2009. *Skate 2* is developed by Black Box, a studio of Electronic Arts in Vancouver, British Columbia and will be available on the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system. The game is rated "T" for Teen by the ESRB and is rated 16+ by PEGI.

### 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](http://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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