



Create, Play and Share With Spore Franchise as EA Unveils Diverse Software Line-up for 2009

Four Unique Launches Prove That Possibilities in Spore are as Infinite as the Cosmos

EMERYVILLE, Calif., Jan 22, 2009 (BUSINESS WIRE) -- The *Spore* franchise is evolving! With more than 65 million pieces of user-created content shared online, fans from around the globe have gravitated to the game's powerful creativity-centered experience and massively single-player content sharing site. This year, the award-winning *Spore* franchise continues to evolve as Maxis, an Electronic Arts Inc. (NASDAQ:ERTS) studio announces four new titles, each designed to deliver a unique experience to a specific audience; *Spore(TM) Galactic Adventures*, *Spore(TM) Creature Keeper**, *Spore(TM) Hero** and *Spore(TM) Hero Arena**. This roster offers unique gameplay for space hunters, creature creators and action adventurers, proving that *Spore* has something for everyone - gamers, kids and Nintendo fans alike.

"Last year was a very exciting year for Maxis with the release of *Spore*. We were overwhelmed by the massive response to the game from the millions of people that created, shared and played in the *Spore* universe," said General Manager of Maxis, Lucy Bradshaw. "This year we're going to experiment with new experiences that extend the powerful creativity tools of *Spore* to all-new audiences. With the universe as our backdrop, the only limit in the *Spore* universe is your own imagination."

The next big bang for *Spore* on PC comes this spring with the deeply immersive and customizable expansion pack, *Spore Galactic Adventures*. *Spore Galactic Adventures* adds a tremendous amount of variety and depth to the original "space game" in *Spore*, allowing players to beam down to planets, play mission-based adventures and even create their own customized adventures for the first time. Each adventure has a unique reward to upgrade a space creature with special accessories - from an Energy Blade and Stunning Charm to a Jump Jet and more. Players can fight their way to victory as a Warrior, dance with new friends as a Bard, and much more. With an almost unlimited number of user created adventures, there's more to play than ever before. The "adventure creator" in *Spore Galactic Adventures* gives gamers the tools to make their own missions and share them with friends via www.spore.com.

Younger *Spore* fans will have a blast with the *Spore Creature Keeper*, a stand-alone PC game that has players nurturing, training and playing with their own personally-created creature. With lots of toys, clothes and gizmos to play with, players can pamper their pets to perfection! With *Spore Creature Keeper*, fans can play with their creation alone or have a play-date online for endless creature fun. *Spore Creature Keeper* brings all the fun of creature creation to a new level by adding nurturing, teaching and social components to the experience.

Spore will make its highly-anticipated debut on the Nintendo Wii with *Spore Hero*, an all-new adventure game focusing on creativity and evolution that was built from the ground up for the unique controls for Wii(TM). *Spore Hero* takes players on an exciting adventure through a beautiful, colorful world. *Spore Hero Arena* for Nintendo DS(TM) builds on the success of 2008's hit *Spore(TM) Creatures* and allows players to create fully-3D *Spore* creatures and take them into battle with an array of other creatures across the galaxy. *Spore Hero* and *Spore Hero Arena* offer two all-new *Spore* experiences available exclusively for Nintendo platforms this fall.

To learn more about *Spore*, to download a free trial of the *Spore Creature Creator*, or to visit the more than 65 million player-created creations to date, please visit www.spore.com. For screen shots or press materials about *Spore*, please visit our press web site at <http://info.ea.com>

* Working title

About Spore

Spore, available for PC and Mac(R), gives players their own personal universe in a box. Create and evolve life, establish tribes, build civilizations, sculpt entire worlds and explore a universe filled with creations made by other gamers. *Spore* gives players a

wealth of creative tools to customize nearly every aspect of their universe: creatures, vehicles, buildings, and even spaceships. *Spore Creatures*, available on Nintendo DS(TM), takes players on a quest to save their species and the entire Galaxy. Meet, befriend or fight other creatures in a number of unique Touch Screen-based activities. For more info, please visit www.spore.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™, 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>.

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