



## EA and Steven Spielberg Announce BOOM BLOXBash Party

### ***Sequel to Award-Winning BOOM BLOX Takes Players from the Depths of the Sea to Outer Space for a Party Anyone Can Throw***

LOS ANGELES, Jan 29, 2009 (BUSINESS WIRE) -- Get ready for the ultimate blox-busting action as Electronic Arts Inc. (NASDAQ:ERTS) today announced *BOOM BLOX(TM) Bash Party* for Wii(TM), the sequel to the critically-acclaimed *BOOM BLOX(TM)* game for Wii. EA's collaboration with director and producer Steven Spielberg continues with *BOOM BLOXBash Party*, and the destructive fun reaches new heights with richer multiplayer action and more than 400 new levels that will have players of all ages gaming together and solving action-packed puzzles under water, in zero gravity, and beyond!

"*BOOM BLOX Bash Party* is a wild social gaming experience," said Steven Spielberg. "We know families and friends really enjoyed playing the original *BOOM BLOX* together, so we designed more explosive multiplayer experiences with *BOOM BLOX Bash Party*."

*BOOM BLOXBash Party* is even more fun to play with friends and family, featuring twice as many multiplayer challenges as the original, and now offers team-based challenges! Players can play with or against friends, solo or in teams, knocking down blocks, destroying towers, slinging and launching blocks and characters, for tons of high-energy, family-friendly fun!

*BOOM BLOXBash Party* is packed with tons of new features that are sure to get the party started! The game showcases new block types, including: virus and conveyor blox, new blox shapes, such as: cylinders and wedges, and new tools that will make for even more destructive fun. Players will find twists on *BOOM BLOX* game play favorites like throwing and grabbing. Players now can also sling, launch, and blow the competition away with new cannon, paint ball and slingshot tools.

Even the characters are in on the action as *BOOM BLOXBash Party* features a new cast of wacky blox characters. This time they don't just cheer you on, they are now blox themselves and you can throw, stack or even launch them, utilizing them to create even more madness and mayhem!

The fun continues online as *BOOM BLOX Bash Party* enables players to download even more new levels via the Internet. With the press of a button, players will be able to grab, play and rate new levels from EA as well as levels created by members of the *BOOM BLOX Bash Party* community. Using the game's easy-to-use Create Mode, players now have the power to share the levels they built with friends, or submit their masterpiece to be shared with the world! The expanded Create Mode lets players build and create like never before, giving them access to the same tool set the EA development team used to create each and every level in the game!

"In *BOOM BLOXBash Party* we are taking the game elements to the extreme," said Amir Rahimi, Senior Producer. "In the original *BOOM BLOX*, we really focused on perfecting the game's physics so now we can push the boundaries of physics, offering exciting new challenges and completely new ways to play."

Developed by the EA Casual Studios, *BOOM BLOXBash Party* will be available in North America and Europe in Spring 2009. *BOOM BLOXBash Party* has not yet been rated by the ESRB and PEGI. For more information, visit <http://www.ea.com> or to download artwork, visit <http://info.ea.com>.

### **About EA and Steven Spielberg Partnership**

In 2005, EA and Steven Spielberg entered a multi-year collaboration that would generate three new original franchise properties. EA owns the intellectual properties and the franchises will be developed, published, and distributed worldwide by EA. Spielberg has been working directly with the EA development teams at the EALA studio in Playa Vista to offer his signature style of storytelling to the concept, design, and artistic vision of the unique games.

### **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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