



## Critically Acclaimed Skate 2 Recreates Rob Dyrdek's Fantasy Plaza

### *Experience the Inspiration for Dyrdek's New MTV Show with Skate 2's Latest Downloadable Content*

REDWOOD CITY, Calif., Feb 19, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that gamers will be able to extend their *Skate 2* experience with the download of Rob Dyrdek's Fantasy Plaza, starting today in the PLAYSTATION(R) Store for \$5.00 in North America and on Xbox LIVE Marketplace for 400 points. The downloadable content features Rob Dyrdek's new skate plaza, the centerpiece of his MTV show, *Rob Dyrdek's Fantasy Factory*, as well as the surrounding downtown Los Angeles area.

"I've been involved with the *Skate* franchise since the very beginning and each game has been able to perfectly capture the culture and feel of skateboarding," said skateboarder entrepreneur, Rob Dyrdek. "I can't wait to give players a taste of the Fantasy Plaza, my dream skateboarding space. The team at Black Box has recreated the plaza in *Skate 2*, complete with all the ledges, gaps and rails. On top of all that, there's still a lot more surprises outside the park that both gamers and skaters will enjoy."

Recently released for the Xbox 360(TM) videogame and entertainment system and the PLAYSTATION(R)3 computer entertainment system, *Skate 2* has already received high acclaim from top videogame media including a 4.5 out of 5 from PlayStation: The Official Magazine, a 91 from PSM3 and 'Game of the Month' distinctions from IGN and Game Informer.

*Skate 2* brings gamers to New San Vanelona, a city rebuilt with more spots to skate and own. Equipped with double the bag of tricks and the ability get off the board to move objects around, players can now create their own epic skate spots which can then be shared and experienced by others around the world. The game also features a revamped *Thrasher* Hall of Meat mode that will have players spending countless hours pulling off bone-crushing wipeouts and bails.

*Skate 2* is developed by Black Box, in Vancouver, British Columbia. The game is rated "T" for Teen by the ESRB and 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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