



EA and Spicy Horse Return to Wonderland for All-New Alice Title

American McGee and EA Reunite for the Next Chapter in EA's Classic Alice Franchise

REDWOOD CITY, Calif., Feb 19, 2009 (BUSINESS WIRE) -- Electronic Arts Inc (NASDAQ:ERTS) and Spicy Horse today announced that they have signed a publishing deal for an all-new title based on EA's 2000 classic, *American McGee's Alice* (TM). The game reunites EA with American McGee, the creative visionary behind the original game. The new title is in development for the PC, PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game console.

"This new project is a dream come true for me and the fans who've kept the *Alice* flame alive," said American McGee, senior creative director at Spicy Horse. "EA gave us creative latitude and support on the original game which resulted in something beautiful and daring. This trip through the looking glass promises to be even more exciting."

"EA Partners is thrilled to team up with American McGee and Spicy Horse on the next installment of the *Alice* franchise," said David DeMartini, senior vice president and general manager of EA Partners. "American McGee's interpretation of *Alice* was an instant classic, and EA Partners is ready to help him bring his innovative vision for the franchise to even darker, more exciting places."

Spicy Horse was represented in the deal by CAA and Weissman Wolff.

For more information, please visit EA's press Web site at <http://info.ea.com> or Spicy Horse's Web site at <http://spicyhorse.com>.

About Spicy Horse

Spicy Horse is a game development studio located in Shanghai, China. Founded by a collection of game industry vets, creative artists, and adventure seeking expats in late 2006, Spicy's mission is to build eccentric game content for the PC and console market. Our passion for game making is fueled by an intense love for all things story, art, and fun.

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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SOURCE: Electronic Arts Inc.

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