



EA and Starz Media Go to Hell Together With Animated Movie Based on Dante's Inferno

Feature to Complement EA's Highly Anticipated Game, Taking Players Into All Nine Circles of the Epic Poem's Depiction of Hell

REDWOOD CITY, Calif. & BURBANK, Calif., Mar 30, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) and Starz Media's Film Roman announced today the start of production on an animated movie based on the immortal epic *Dante's Inferno* (TM). The feature-length project will expand on the story in EA's new, must-have game coming out for the Xbox 360² video game and entertainment system and PLAYSTATION³ computer entertainment system in 2010.

Just as the poem and game take players on a stunning journey through the nine circles of Hell, the "Dante's Inferno" animated feature will also follow Dante as he travels through limbo, lust, gluttony, greed, anger, heresy, violence, fraud and treachery in search of his true love, Beatrice. Both are based on part one of Dante Alighieri's classic poem, "The Divine Comedy," better known as "Dante's Inferno."

To give added distinction among each of the nine circles, EA and Film Roman (co-producers on the "Dante's Inferno" project) are taking the innovative step of commissioning unique visions from multiple studios with experience creating some of the top anime in the industry to tell this classic story. Film Roman's Joe Goyette ("Dead Space(TM): Downfall") is the producer on the project, Victor Cook ("The Spectacular Spider-Man," "Hellboy Animated: Blood & Iron") is directing and Brandon Auman ("Iron Man: Armored Adventures") is writing.

"This is like nothing else out in the marketplace right now - a visually stunning project based on one of the most powerful stories ever told," notes Jay Fukuto, Head of Studio for Film Roman. "It could only happen with a partner with the vision and creativity of EA. They were great collaborators on 'Dead Space: Downfall,' and we expect another very rewarding experience with this new feature."

"The animated feature will be a great companion piece to the game," said Jonathan Knight, Executive Producer and Creative Director for *Dante's Inferno*. "The feature will explore aspects of the poem that the game does not, and will provide more insight into the characters and the unique story adaptation that the game has established. It's a very cool project, and we are having a blast collaborating with the talented team that Starz has assembled."

"Dante's Inferno" marks the second such collaboration between the leading video game company and the premier traditional animation studio. In 2008, Film Roman produced "Dead Space: Downfall," an animated feature prequel to EA's award-winning video game *Dead Space*, both of which were both worldwide successes.

Starz Media will introduce the "Dante's Inferno" animated feature to the international television community as it continues global sales of "Dead Space: Downfall" at the MIPTV market, March 30 - April 3 in Cannes, France. Anchor Bay Entertainment will hold exclusive worldwide home entertainment distribution rights to "Dante's Inferno," while Starz Media's Worldwide Distribution group will handle international television and domestic syndication sales and Starz Digital Media will be responsible for all digital distribution globally.

The *Dante's Inferno* game is being developed at EA Redwood Shores. For more information about the game, please visit www.dantesinferno.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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). 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>.

About Starz Media

Starz Media, LLC, is a programming production and distribution company operating worldwide. It includes the Film Roman, Anchor Bay Entertainment, and Manga Entertainment brands. Its units create animated and live-action programming -- including theatrical films -- and programming created under contract for other media companies. It distributes that programming, and programming acquired from outside producers, through home video retailers, theaters, broadcasters, ad supported and premium television channels, and Internet and wireless video distributors in the US and internationally. Starz Media (www.starzmedia.com) is a controlled subsidiary of Liberty Media Corporation attributed to the Liberty Capital Group.

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