



Double Fine and EA to Unleash *Brütal Legend* This Rocktober

Official Website Re-Launched Offering Exclusive Backstage Access to *Brütal Legend*

REDWOOD CITY, Calif., Apr 21, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Double Fine Productions, Inc today announced that *Brütal Legend*(TM) will be available for the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system on October 13th in North America and on October 16th in Europe. From the mind of Tim Schafer and Double Fine Productions, *Brütal Legend* is a 3rd person action game rich in combat, imagery and storytelling, delivering lighter-flicking fun sure to melt your face off.

Those ready to rock can start today by visiting the newly re-launched *Brütal Legend* website (www.brutallegend.com), the best source online for all things *Brütal Legend*, from trailers to screenshots, concept art to exclusive blogs from the Double Fine studio team, epic polls and more! Over time, the site and its content will evolve and grow, so remember to check in whenever you feel the Metal Gods calling you. Sign up for exclusive updates through the *Brütal Legend* newsletter, or follow *Brütal Legend* on Twitter for intimate access and new information nearly every day.

"Wooo! Having an official release date is awesome!" said Tim Schafer, President of Double Fine Productions. "And how cool is it that EA threw down the dough to have the name of an entire month changed to Rocktober?"

Brütal Legend tells the tale of Eddie Riggs, played by Jack Black. The ultimate roadie, Eddie is the first person anyone calls when they need guitars tuned or stages rigged, and has a love for hot rods and a photographic memory for every Heavy Metal album cover, and the lyrics those albums contained. One night, a stage accident knocks Eddie unconscious, and he awakens in a world that looks very strange yet oddly familiar, a world where every Heavy Metal album cover and lyric Eddie knows has come to life, and where the evil emperor Doviculus and his demon army, The Tainted Coil, have enslaved the last remaining humans. When an oppressed people request Eddie's knowledge of modern warfare, he pulls from his own experience in the only occupation he's ever had, a roadie for a Heavy Metal band, and under his command, this barbaric force of hot-rods, Marshall stacks, leather, and chrome will bring this ancient world into the age of Metal.

For more information on *Brütal Legend* and to sign up for the *Brütal Legend* newsletter, please visit www.brutallegend.com

To follow *Brütal Legend* on Twitter please visit <http://twitter.com/brutallegend>

About Double Fine Productions

Double Fine Productions (<http://www.doublefine.com>) is an award-winning, independent game development studio founded in 2000 by games industry veteran Tim Schafer, creator of such gaming classics as Grim Fandango, Full Throttle, and Day of the Tentacle. Located in San Francisco's South of Market district, Double Fine specializes in high-quality games with an emphasis on originality, story, characters, and fun. In 2005, Double Fine released the critically-acclaimed *Psychonauts*, which won several awards including "Best Action / Adventure Game" from OXM, "Game of the Year" from Eurogamer, and "#6 XBOX game of all time" from G4TV. At the 2006 Game Developers Conference, Double Fine itself was awarded the title of "Best New Studio" by their fellow developers.

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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