



100 Million Creations Take Over Spore Universe

EMERYVILLE, Calif., May 04, 2009 (BUSINESS WIRE) -- What do beaked coralfish, whimsical snow globes and intricate atom models all have in common? They are all pieces of content created by players of the critically-acclaimed video game, *Spore (TM)*. Today, Maxis(TM), an Electronic Arts Inc. (NASDAQ: ERTS) studio, announced that since launching the *Spore Creature Creator* in June 2008, *Spore* fans have created and uploaded 100 Million creations - an average of more than 307,000 daily - on the *Sporepedia(TM)* at www.spore.com, the *Spore* library of user-generated content. The 100 Million represents a variety of uploaded creations including 31,017,761 *Spore* creatures - more than 19 times the number of known species on Earth. The creator of the 100 millionth creation may receive a NVIDIA GeForce 9800GT graphics card, *Spore* and the upcoming expansion pack *Spore Galactic Adventures* (Official Rules: <http://www.spore.com/comm/contests/contestrules/hundredmillionrules>). The 100Millionth creation and the entire collection of player-generated content can be seen at the [Sporepedia](http://www.spore.com).

Spore is widely recognized as one of the first games to make user-generated content the central focus and let player creativity drive much of the humor and whimsy of the entertainment experience. Players' signature creations are the beating heart of the *Spore* franchise. Though user-generated content is common in social networking sites, the *Spore* series has pioneered how this content is made, used and shared in video games. In the upcoming *Spore Galactic Adventures*, players will be able to take their customized content to the next level as they create their own Space Captain and use the Adventure Creator to create missions to play and share with other *Spore* players through the *Sporepedia*.

"This is a staggering milestone to have met in less than one year from the launch of *Spore Creature Creator*," said Lucy Bradshaw, VP and General Manager at Maxis. "We continue to be astounded by the outrageous creations and incredible creativity that *Spore* players have poured into the *Sporepedia*, from lifelike animals to fantastical creatures and futuristic spaceships. We can't wait to see the ingenuity our players reveal through the missions they create in *Spore Galactic Adventures!*"

In the coming months, the *Spore* franchise will introduce new games; *Spore Galactic Adventures* for PC and Mac(R), *Spore Hero* for Wii(TM) and *Spore Hero Arena* for Nintendo DS(TM). *Spore Galactic Adventures*, available June 23, is a highly-customizable expansion pack for *Spore*, adding a tremendous amount of variety and fun to the Space game. Players can beam down to planets for the first time ever, play Maxis-created Adventures and easily create customized missions. Available in fall 2009, *Spore Hero*, exclusive to the Wii and *Spore Hero Arena* for the Nintendo DS, catapult players into the role of a fully-customized hero creature fighting to save its planet.

To learn more about *Spore* or to download a free trial of the *Spore Creature Creator*, please visit www.spore.com. For screen shots or press materials about *Spore*, please visit <http://info.ea.com>.

About Spore

Spore is a videogame franchise developed by the makers of The Sims(TM) where players tap into a fantastic, colorful world of creatures, planets, adventures and fun. The original *Spore* game gives players their own personal universe in a box. Players create and evolve life, establish tribes, build civilizations, sculpt entire worlds and explore a universe filled with creations made by other gamers. Available for PC and Mac, the original *Spore* game gives players easy-to-use tools to create creatures, vehicles, buildings, and spaceships, all of which can be uploaded to the *Sporepedia* and shared with other players. *Spore Creatures*, available on Nintendo DS, takes players on a quest to save their species and the entire Galaxy. Meet, befriend or fight other creatures in a number of unique Touch Screen-based activities. In the coming months, the *Spore* franchise will introduce *Spore Galactic Adventures* for PC and Mac, *Spore Hero* for Wii and *Spore Hero Arena* for Nintendo DS.

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.

Electronic Arts

Nikki Flynn, 510-428-4323

nflynn@ea.com

Amanda Taggart, 510-428-4698

ataggart@ea.com

Tammy Schachter, 650-628-7223

tschachter@ea.com

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