



EA Unveils Visceral Games -- New Name for Award-Winning EA Redwood Shores Studio

Bay Area Studio Behind Heart-Pounding Action Franchises Dead Space and Dante's Inferno is Renamed, Redefined

REDWOOD CITY, Calif., May 04, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that its award-winning EA Redwood Shores Studio has been renamed and rebranded Visceral Games(TM) to better reflect the studio's culture, identity and focus on creating intense action-oriented intellectual properties. Visceral Games is focused on developing best-in-breed action games with state-of-the-art technology, visuals, audio, gameplay and a relentless focus on excellence that spawned the breakthrough, award-winning franchise *Dead Space(TM)*. The studio is currently working on the highly anticipated games, *Dante's Inferno(TM)* and *Dead Space: Extraction*, and two other unannounced titles.

Visceral Games is part of the EA Games Label and is led by Vice President and General Manager Glen Schofield. The studio falls under the auspices of Senior Vice President Nick Earl who manages all Games Label studios in California including Maxis (TM), EALA and Pandemic(TM).

"Action, intensity, excellence. It isn't just in our DNA, it's in our blood," said Glen Schofield, VP and GM of Visceral Games. "For the past two years, we have adopted a new culture that prizes excellence above all else. Primal action is the beating heart of the studio and now our new name reflects that."

Visceral Games is located in Redwood Shores, California at the same site location as the EA corporate headquarters. The same location is also home to *The Sims(TM)* Studio. Visceral Games has a branch office in Melbourne, Australia. The two teams work in partnership to create the next generation of action games. For more information about Visceral Games, please visit: www.visceralgames.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™, 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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