



Spore Galactic Adventures Goes to the (Robot) Chickens

Maxis Teams with Adult Swim's Robot Chicken Writers to Create Hysterical Adventures for Spore Galactic Adventures Available at Launch

EMERYVILLE, Calif., May 19, 2009 (BUSINESS WIRE) -- What do planetary rest stops, man cannons, and banana monkey wars all have in common? They're all elements of Adventures created by the *Robot Chicken* writers exclusively for *Spore(TM)* *Galactic Adventures*, the highly-anticipated expansion pack for the critically acclaimed videogame, *Spore*. Maxis(TM), an Electronic Arts Inc. (NASDAQ: ERTS) studio, today announced that the Adventures created by writers from this outrageously funny, Emmy award-winning TV show will be available as free downloadable content when the game launches June 23.

The campaign was conceptualized by *Robot Chicken* co-creators Seth Green and Matt Senreich and executed by the writing team including Matt Beans, Doug Goldstein, Mike Fasolo, Breckin Meyer, Dan Milano, Tom Root, Kevin Shinick, Hugh Sterbakov and Zeb Wells. With such a unique cast of imaginative characters, players can expect to experience missions with exploding poo, angry yetis, ruler yielding librarians and more! Check out *Robot Chicken*'s exploits as they create Adventures at www.spore.com/wtf.

"We're big fans of *Spore*, so teaming up on *Spore Galactic Adventures* was a natural fit and so much fun for all the guys at *Robot Chicken*," said Seth Green, co-creator of *Robot Chicken*. Co-creator Matt Senreich continued: "We're all gaming geeks, so when the *Spore* guys said they had an alluring proposition for us, how could we say no? Instead of creating absurd worlds with toys, this gave us the opportunity to create literally anything we wanted as gamers. Geek moment. We think that RC fans will love the pretty random and absurd adventures we created and we can't wait to goof around with the ones the fans create."

"Gamers and Adult Swim fans alike are going to absolutely love the hilarity found in the *Robot Chicken* missions created for *Spore Galactic Adventures*," stated Kip Katsarelis, lead producer of *Spore Galactic Adventures*. "Our development team had a blast working with the guys and couldn't stop laughing the entire time we were together. Their Adventures truly reflect the extent of their wild imaginations as well as how the in-game Adventure Creator tool can create almost any type of story imaginable. Players can only guess the level of absurdity and fun that are in these Adventures."

Spore Galactic Adventures adds a tremendous amount of variety and fun to the original *Spore*, allowing players to beam down to planets, play Maxis-created Adventures and create their own customized Adventures. Now players can get out of their spaceship and turn their creatures into legendary space captains, battling epic monsters in intergalactic arenas and fighting intense planet-side races along the way. In each mission, players earn experience to rank up their captain, gain game-changing items and accessories such as a Plasma Pulser and Swarm Magnet. Once the captains and Adventures are created, players can share go online to share with friends around the world at www.spore.com.

About Spore

Spore, available for PC and Mac(R), gives players their own personal universe in a box. Create and evolve life, establish tribes, build civilizations, sculpt entire worlds and explore a universe filled with creations made by other gamers. *Spore* gives players a wealth of creative tools to customize nearly every aspect of their universe: creatures, vehicles, buildings, and even spaceships. *Spore Creatures*, available on Nintendo DS(TM), 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. Available in fall 2009, *Spore Hero*, exclusive to the Wii(TM) and *Spore Hero Arena* for the DS, catapult players into the role of a fully-customized hero creature fighting to save its planet.

To learn more about *Spore*, *Spore Galactic Adventures*, *Spore Hero*, *Spore Hero Arena* or to download a free trial of the *Spore Creature Creator*, please visit www.spore.com. For screenshots or press materials about *Spore*, please visit our press web site at <http://info.ea.com>

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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