



Spore Franchise Leaps Onto Nintendo Platforms This October

- Create, Fight and Explore Spore-Style for the First Time on the Wii -

EMERYVILLE, Calif., Aug 17, 2009 (BUSINESS WIRE) -- Get ready for heroic battles, vibrant worlds and boundless creativity! Maxis(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced that *Spore(TM) Hero* and *Spore(TM) Hero Arena* will be available at North American retailers on Oct. 6 2009 and internationally on Oct. 9, 2009. Built from the ground up exclusively for the Wii(TM) and Nintendo DS(TM) platforms, *Spore Hero* and *Spore Hero Arena* introduce a new level of action-packed adventure and combat to the critically acclaimed *Spore* franchise.

"Spore Hero and Spore Hero Arena give Spore and Nintendo fans a new, dynamic and engaging way to interact with their customized creature heroes," said Lucy Bradshaw, VP and General Manager at Maxis. "Players' heroes take center stage as both games, distinctly tailor-made for its Nintendo platform, infuse creativity, combat and adventure to create a unique gameplay experience on the Wii and Nintendo DS."

Spore Hero delivers the unparalleled creative freedom of *Spore* in an action-adventure game created exclusively for the Wii. Set in a rich and vibrant 3D world, *Spore Hero* empowers the player to become the hero as they embark on an epic quest to save their creature's home planet from destruction. Along this journey, players engage in fun battles, and solve puzzles to collect and unlock more than 250 new creature parts, all with unique abilities. These parts, which can be used to customize creatures in the revolutionary *Spore Creature Creator*, can change the way creatures will play and fight in the world. Players can also utilize their brawling skills in a dynamic multiplayer mode, where they battle their friends with their own customized creature to become the 'baddest' *Spore* hero around!

Spore Hero Arena catapults players into a galaxy filled with fun and intense arena-based combat. Featuring an all-new story set in the same universe as *Spore Hero*, *Spore Hero Arena* takes players on a quest to save planets in their galaxy from an evil force. Throughout the game, players create their own unique gladiator hero creature and guide it from planet to planet as they fight enemy creatures, collect new parts, gain upgrades and unlock special abilities that will benefit their hero. Developed with multiplayer capabilities in mind, *Spore Hero Arena* also allows players to battle with up to three friends locally or play with a friend over Wi-Fi, taking the *Spore* gameplay experience to an entirely new and interactive level.

Available for \$49.99 MSRP, *Spore Hero* is rated E10+ by the ESRB. *Spore Hero Arena* is available for \$29.99 MSRP and is rated E by the ESRB.

To learn more about *Spore Hero* and *Spore Hero Arena*, playminigames and download fun content, please visit www.sporehero.com. For screenshots or press materials about the *Spore* franchise, please visit <http://info.ea.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. *Spore Galactic Adventures*, available now, allows players to beam down to planets for the first time and play, create and share missions with friends online. Available in October, *Spore Hero*, exclusive to the Wii(TM) and *Spore Hero Arena* for the Nintendo DS, catapult players into the role of a fully-customized hero creature fighting to save its planet.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is 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 Mobile™ 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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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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