



Double Fine and EA Rock Xbox Live and Playstation Network with *Brütal Legend* Demo

Players Rewarded with Early Access to Tim Schafer's Heavy Metal Action Opus

COLOGNE, Germany, Aug 18, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Double Fine Productions Inc. today announced that gamers nationwide will get a sneak peek at this Rocktober's heavy metal action game *Brütal Legend* (TM), when the demo launches in September. In just one month, players can download the demo and experience first-hand the face-melting action that G4 Networks honored with the coveted "Best of E3" award. For complete information regarding the availability of the *Brütal Legend* demo please visit www.brutallegend.com/demo.

Brütal Legend is an epic action game from visionary developer Tim Schafer. Jack Black stars as Eddie Riggs, a legendary roadie summoned to a heavy metal world where he must fight for the liberation of humanity from the demon Emperor Doviculus. In this wild world, mountains are made of amplifiers, killer spiders spin guitar strings and rock legends roam the landscape. In the demo, players get a preview of the game's non-stop hack n' slash action and mayhem. The demo opens as Eddie awakes in the age of metal where he must quickly learn how to use the powerful ancient axe, 'The Separator' and electrifying guitar 'Clementine' to unleash combo moves that destroy the demons of darkness. As he comes face-to-face with zipper-faced nuns and devilish druids, Eddie encounters the beautiful and tough-as-nails Ophelia, an ally and would-be love interest. Together, Eddie and Ophelia use double team attacks for more powerful combo moves to defeat the rock demons that are after them. Luckily, they are bestowed with a super-charged, druid-destroying vehicle, 'The Deuce' that can be upgraded with weapons and armor throughout the game. From the bowels of the druid dungeon to the tops of corpse mountains, the *Brütal Legend* demo is just the beginning of an epic journey.

"We just couldn't wait," said Tim Schafer, President of Double Fine Productions. "Villagers have surrounded our offices with torches, demanding the game. So we're releasing a demo and hope that this taste of metal will keep the mob at bay until *Brütal Legend* comes out this Rocktober."

Brütal Legend will launch on the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system and has been rated 'M' for Mature by the ESRB, 18+ by PEGI and 15 by the BBFC. The game is set to create headbanger whiplash when it ships on October 13th in North America and October 16th in Europe.

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 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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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

Devin Bennett, 650-628-7127

devinb@ea.com

Andrew Wong, 650-628-2781

anwong@ea.com

Tammy Schachter, 650-628-7223

tschachter@ea.com

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