



## EA Unveils Spore Creature Creator... Now in 2-D

### ***New FLASH Application Gives Spore Players New Ways to Get Creative***

EMERYVILLE, Calif., Sep 16, 2009 (BUSINESS WIRE) -- The revolutionary *Spore(TM) Creature Creator* is going 2-D! Maxis (TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, today announced *Spore(TM) Creature Creator 2-D*, a new Flash application where players experience an all new take on the variety and creative fun offered by the original 3-D *Spore Creature Creator*. Now available for free\* at [www.spore2d.com](http://www.spore2d.com), players can create a creature from scratch or import a creature from the Sporepedia(TM), the library of 120+ million pieces of user-generated content in *Spore*. Five legs or ten, bat wings or horns; there are no limits to what users create. Once players have created their 2-D creature, they can embed it onto their social networking pages, and share it with friends via email. *Spore Creature Creator 2-D* takes creature-creating to new heights by making it a social, shared experience.

"*Spore Creature Creator 2-D* offers players a brand new way to express their creativity and share their creatures as it can be played by *anyone* with internet access," stated Caryl Shaw, Sr. Producer of *Spore Creature Creator 2-D*. "The clean art style and intuitive point-and-drag functionality makes it easy for creators of all ages to get in on the fun. It'll be interesting to see how players use this new creative application."

*Spore Creature Creator 2-D* features the full suite of more than 250 body parts, including limbs, eyes, feet, heads, and fun accessories like antlers and wings. Once players create their ultimate creature, they can play with them in the *Spore Creature Trainer* mini-game. Once complete, players can easily send their friends an e-card of their creature at [www.spore2d.com](http://www.spore2d.com)

The launch of *Spore Creature Creator 2-D* comes just weeks before the launch of *Spore Hero* for the Wii(TM) and *Spore Hero Arena* for the Nintendo DS on Oct. 6.

*Spore Hero* delivers the unparalleled creativity of *Spore* in an action-adventure game, exclusively for the Wii. Set in a rich and vibrant world, *Spore Hero* empowers players to become a Hero as they embark on an epic quest to save their creature's home planet from destruction, engaging in fun battles and solving puzzles along the way. Players can collect and unlock more than 250 creature parts, all with unique abilities affecting the way their creature plays and combats in the world.

*Spore Hero Arena* takes players on a quest to save 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.

To play the *Spore Creature Creator 2-D*, please visit [www.spore2d.com](http://www.spore2d.com). To learn more about *Spore Hero* and *Spore Hero Arena*, play minigames and download fun content, please visit [www.sporehero.com](http://www.sporehero.com). For screenshots or press materials about the *Spore* franchise, please visit <http://info.ea.com>.

\*Internet connection required.

### **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](http://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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6051111&lang=en>

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