



Double Fine and EA Unleash Early Access for *Brütal Legend* Demo

The Epic Heavy Metal Adventure Begins Today Exclusively for Gamers Who Pre-Order *Brütal Legend* at GameStop

REDWOOD CITY, Calif., Sep 17, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Double Fine Productions Inc. announced today that gamers will get a chance to experience *Brütal Legend* four weeks before the game's Rocktober 13th release in North America. With the demo, players can enjoy industry visionary Tim Schafer's ultimate heavy metal action adventure game. Starting today, gamers who have pre-ordered *Brütal Legend* from GameStop can download the demo on Xbox LIVE(R) and the PlayStation(R) Network. For anyone that has not pre-ordered the game, the demo will be available on both platforms in the coming weeks.

The *Brütal Legend* demo includes the game's entire opening chapter, setting the stage for legendary roadie Eddie Riggs epic journey into a Heavy Metal-inspired universe on the brink of decimation. After a stage accident renders Eddie unconscious, he awakens to find himself in a fantasy world where mountains are made of amplifiers, killer spiders spin guitar strings and heavy metal legends including Rob Halford, Lemmy Kilmister, Lita Ford and Ozzy Osbourne roam the world's picturesque landscapes. A series of tutorials will quickly show players that Eddie is uniquely qualified to lead the revolution to save humanity - his muscles big enough to swing "The Separator" axe, slashing his way through demons and druids, his strumming skills vast enough to handle "Clementine", an electrifying guitar that can shock and set fire to any threat. These weapons, along with a variety of deadly combos, powerful double-team attacks with allies and Eddie's self-made hot-rod, the Deuce, will all be needed in order to defeat the vicious boss at the end of the demo.

"I wish people could play the whole game right now," said Tim Schafer, President of Double Fine Productions. "But while we're waiting for Rocktober 13th, a taste of Metal is better than none at all."

One of the most highly anticipated releases this year, and winner of numerous awards at E3, *Brütal Legend* will ship for the Xbox 360(R) video game and entertainment system and the PlayStation(R)3 computer entertainment system on Rocktober 13th in North America and Rocktober 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.

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