



## Spore Hero and Spore Hero Arena Land at North American Retailers Today

### *The Epic Fight to Save the Galaxy is Now on the Wii and Nintendo DS*

EMERYVILLE, Calif., Oct 06, 2009 (BUSINESS WIRE) -- Battle, create and explore in *Spore(TM)* on Nintendo consoles! Today, Maxis(TM), an Electronic Arts Inc. (NASDAQ:ERTS) studio, announced that the highly-anticipated *Spore(TM) Hero* and *Spore(TM) Hero Arena* are now available at North American retailers and will hit store shelves internationally on October 9<sup>th</sup>. Built from the ground up exclusively for the Wii(TM) and Nintendo DS(TM) platforms, *Spore Hero* and *Spore Hero Arena* immerse players into an action-packed adventure filled with creativity, combat and exploration as they fight to save their planet.

"*Spore* has proven to be a huge hit with tween and teen boys. We are so excited to release *Spore Hero* and *Spore Hero Arena*-- two new games that bring all of the action, adventure and fun that this audience loves," said Lucy Bradshaw, VP and General Manager at Maxis. "Now, players will be able to take on the role of their own kind of hero, by creating it however they like using the Creature Creator, tackling challenging quests and battling friends in competitive multiplayer modes."

*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 3-D 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 by the evil nemesis, Zarkhator. Along this journey, players engage in fun battles, solve puzzles, and explore to collect more than 250 cool new creature parts, all with unique abilities. These parts, which can be used to customize creatures in the revolutionary and award-winning *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, in which 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 and share creature creations over a Wireless network, 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](http://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 Galactic Adventures* allows players to beam down to planets for the first time and play, create and share missions with friends online. Available now, *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=6066268&lang=en>

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