



Visceral Games Announces Academy Award-Nominated Writer Will Rokos to Pen Dante's Inferno

REDWOOD CITY, Calif., Oct 09, 2009 (BUSINESS WIRE) -- Visceral Games(TM), the developers behind the critically-acclaimed *Dead Space*(TM) franchise and a studio of Electronic Arts Inc. (NASDAQ: ERTS), today announced that Academy Award(TM)-nominated writer Will Rokos is writing the story line for *Dante's Inferno*(TM), the adaptation of part one of Dante Alighieri's epic poem "The Divine Comedy" from Visceral Games(TM). Rokos is best known for his Best Original Screenplay nomination for *Monster's Ball* in 2001, and is collaborating with the game's creative team to craft an all new narrative that parallels the original poem.

"The task of adapting a revered and classic piece of literature for the gaming medium was a tremendous challenge," said Jonathan Knight, executive producer of *Dante's Inferno*. "Dante Alighieri's masterpiece forms the foundation of the game's plot, but Will's take on the Dante/Beatrice story brought the necessary conflict and action that made the material really work dramatically. It was an enormous thrill to partner on the script with someone as creative and talented as Will."

"Taking such a naturally rich and deep universe and adapting for the video game has been one of the most interesting and challenging projects I've worked on," added Will Rokos. "I really got into re-imagining Dante as a flawed hero with a dark past, and his determination to save the love of his life from a terrible fate. It was a truly unique experience to re-create one man's hell, one circle at a time."

In *Dante's Inferno*, players will assume the role of Dante as he fights through Dante Alighieri's nine circles of hell - limbo, lust, gluttony, greed, anger, heresy, violence, fraud and treachery. Each circle features distinctive epic environments, custom creatures and demons, bosses and sub-bosses, unique gameplay scenarios, and specific story elements crafted to tell the sins of Dante's past.

The blockbuster video game adaptation of Alighieri's epic poem "Inferno" will be available in North America beginning on February 9, 2010 and in Europe on February 12, 2010 for the Xbox 360(R) video game and entertainment system, the PlayStation(R)3 computer and entertainment system and the Sony PlayStation(R) Portable (PSP(R)). *Dante's Inferno* has not yet been rated by the ESRB or PEGI.

For more information on *Dante's Inferno*, please follow the *Dante's Inferno* team at Visceral Games on Twitter at www.twitter.com/danteteam and visit the game's official web site at www.dantesinferno.com where the team explores a new circle of hell, with new content and updates on the ninth day of every month.

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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Electronic Arts Inc.

Melissa Ojeda, 650-628-7870

PR Coordinator

mojeda@ea.com

Andrew Wong, 650-628-2781

Sr. PR Manager

awong@ea.com

Tammy Schachter, 650-628-7223

Sr. Director of PR

tschachter@ea.com

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