



## Double Fine and EA to Melt Faces Worldwide with the Release of *Brütal Legend*

### ***The Ultimate Heavy Metal Action Game Starring Jack Black and an Epic Cast of Rock Legends is Available Now***

REDWOOD CITY, Calif., Oct 13, 2009 (BUSINESS WIRE) -- Prepare to be summoned to a dark, unforgiving world of Metal madness and demon slaying rock gods as Electronic Arts Inc. (NASDAQ:ERTS) and Double Fine Productions Inc. today shipped the award-winning action game *Brütal Legend*(TM) to retailers in North America (shipping in Europe on Rocktober 16<sup>th</sup>). The brainchild of legendary game developer Tim Schafer, *Brütal Legend* stars Jack Black as roadie Eddie Riggs who embarks on an epic rock adventure featuring rich combat, storytelling and humor along with mind blowing imagery inspired by classic heavy metal album art and music. The game is already winning critical acclaim by critics worldwide, with PLAY Magazine scoring *Brütal Legend* a perfect 10 out of 10, calling it "greatest video game ever created". IGN also praised *Brütal Legend*, giving it 9 out of 10 and awarding it Editor's Choice, calling it "one of the best games all year".

"I can't believe Rocktober 13<sup>th</sup> is actually here and we're able to share the complete experience of *Brütal Legend* with our fans," said Tim Schafer, President of Double Fine Productions. "It's like the Age of Metal is finally upon us and *Brütal Legend* is a chrome volcano that has been trembling and rumbling and belching smoke for the past four years, and today it is about to erupt and cover the world in Metal!"

*Brütal Legend* is the epic 3<sup>rd</sup> person open-world action game created by visionary game developer Tim Schafer and his team at Double Fine Productions. Starring Jack Black as the voice of Eddie Riggs, *Brütal Legend* tells the tale of Eddie, the ultimate Metal roadie who is knocked unconscious in a stage accident and awakens to a world where heavy metal breathes life through mountains made of amplifiers, killer spiders spinning guitar strings and rock gods roaming the lands. Faced with the daunting task of saving humanity from the evil loins of demon Emperor Doviculus, Eddie must quickly learn to battle through the metal mayhem as he comes face-to-face with devilish druids and unrelenting demons ready to melt his face off.

In addition to Jack Black, *Brütal Legend* features an exceptional cast with vocal talent provided by some of metal's biggest names, including Rob Halford of Judas Priest, Lemmy Kilmister of Motörhead, Lita Ford, Ozzy Osbourne and more. *Brütal Legend* also boasts an impressive soundtrack featuring more than 100 fist-pumping tracks for over 75 bands including Black Sabbath, Judas Priest, Motorhead and more.

*Brütal Legend* is available for MSRP \$59.99 on the Xbox 360(R) video game and entertainment system and Playstation(R)3 computer entertainment system. *Brütal Legend* is rated M for Mature by the ESRB and 18+ for PEGI.

For more information on *Brütal Legend* and to sign up for the newsletter, please visit [www.brutallegend.com](http://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™, EA SPORTS™, 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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SOURCE: Electronic Arts Inc.

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