



Double Fine and EA Get Rocking with First Downloadable Content for *Brütal Legend*

Tears of the Hextadon Map Pack Unleashes Two New Multiplayer Maps in November

REDWOOD CITY, Calif., Oct 27, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Double Fine Productions Inc. will turn up the volume come November when the first downloadable content is released for the heavy metal, third person action game, *Brütal Legend*(TM). *Tears of the Hextadon* will be available on Xbox LIVE(R) on November 3rd for 400 MS Points and on PlayStation Network(R) on November 5th, where the two-map pack will be downloadable for free until November 19th, then costing \$4.99 after November 19th.

The *Brütal Legend Tears of the Hextadon* map pack expands the *Brütal Legend* Stage Battle multiplayer experience with two new multiplayer maps. In the first map, *Circle of Tears*, vile waters have carved a rough-hewn circular battlefield into a forsaken land that players must circumvent to destroy their opponent. In the second map, *Death's Fjord*, players find themselves on an icy mountain pass with a dense cluster of fans that lie below, waiting to be harvested by those brave enough to capture them without cover from enemy attack. All players who download the new map pack will receive a free axe, the Blade of Ormagöden.

"I play *Brütal Legend* online every night," said Tim Schafer, President of Double Fine Productions. "And I need more maps! *Circle of Tears* is named after the crying of my vanquished foes on the battlefield, and *Death's Fjord* is obviously a tribute to my Nordic ancestors, and their love of fan geysers and... Well, actually I just thought the name was cool. See you online!"

Brütal Legend has received acclaim by critics worldwide, with PLAY Magazine scoring *Brütal Legend* a perfect 10 out of 10, calling it the, "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". *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 *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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