



## **EA Launches Foto Face: The Face Stealer Strikes Allowing Players to Get Their Game Face On - Literally!**

### ***Players Become the In-Game Hero in Adventure to Save Stolen Identity***

GUILDFORD, England, Nov 30, 2009 (BUSINESS WIRE) -- Electronic Arts, Inc. (NASDAQ:ERTS) today announced the launch of *Foto Face™: The Face Stealer Strikes*, a new Nintendo DSiWare(TM) title that gives players the ability to put themselves into the game and sends them on a wild, adventurous quest to reclaim their own stolen identity. Leveraging the unique features of the Nintendo DSi(TM) system, players use the camera and microphone to capture their face and voice to become an in-game character. *Foto Face: The Face Stealer Strikes* will be available on the DSiWare store in North America from today, November 30<sup>th</sup>, and in the rest of the world from Friday, December 4<sup>th</sup>.

"*Foto Face: The Face Stealer Strikes* is a great example of how EA is pushing the boundaries of innovative and creative gameplay," said Harvey Elliott, Vice President and General Manager Casual, EA Play Label. "By using Nintendo DSi features such as the camera, we've significantly deepened the experience by allowing players to personalize the adventure in fun and quirky ways that will deliver hours of entertainment."

After capturing their picture and recording their voice, players can choose to switch between the eight hero costumes throughout the game, from a muscle-bound barbarian to a slick spy or a sneaky ninja. The adventure unfolds as players discover that their identity has been stolen by the arch villain, The Professor. They will need to track him down across 15 action-packed levels, each loaded with memorable characters-- both friend and foe. Players will face many challenges along the way as they try to clear their name including battling baddies across the Haunted Hills, collecting stars throughout the Frantic Frontier and solving platforming puzzles in the Mystic East.

Adding to the fun is the ability to capture the expressions and voices of more than 20 friends, family, pets or literally anything - players will be limited only by their imagination - all of which become part of the in-game world. Players can also share their *Foto Face* antics by uploading in-game snapshots directly onto Facebook(R) from the Nintendo DSi Camera.

"*Foto Face: The Face Stealer Strikes* is not a traditional gaming experience," continued Elliott. "We believe there are two key viral components, firstly the enormous fun that people will have putting their friends' faces into the game, and secondly going to Facebook to check out all what other people have done with the character creation tool."

*Foto Face: The Face Stealer Strikes* was developed by EA Bright Light, the same studio responsible for the creation of EA's blockbuster Harry Potter(TM) videogame series. It will be available for download on the Nintendo DSi Shop for 800 Nintendo DSi Points from November 30<sup>th</sup> in North America and December 4<sup>th</sup> in the rest of the world.

### **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(TM), EA(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.eagames.co.uk](http://www.eagames.co.uk). More information about EA's products and full text of press releases can be found on the Internet at [www.eagames.co.uk/press](http://www.eagames.co.uk/press).

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EA Play

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