



Visceral Games Opens the Gates of Hell With Dante's Inferno "Divine Edition" Exclusive on PlayStation 3

Free Downloadable Demo Now Live on PlayStation Network

REDWOOD CITY, Calif., Dec 10, 2009 (BUSINESS WIRE) -- Visceral Games, an Electronic Arts Inc. (NASDAQ:ERTS) studio today announced *Dante's Inferno™ Divine Edition* exclusive for the PlayStation(R)3 computer entertainment system. In addition to the game, all those who purchase *Dante's Inferno* on the PlayStation 3 will receive this special edition which includes developer commentaries, a Wayne Barlowe digital art book, the soundtrack to the game and a digital version of the complete Longfellow translation of Dante Alighieri's *Inferno* all for the standard retail price of \$59.99. The studio also announced that a *Dante's Inferno™* downloadable demo for PlayStation(R) 3 is available for free on the PlayStation Network today. The demo allows fans to get a preview of Dante's journey through hell. The demo will also be available on Xbox LIVE(R) on Thursday, December 24, 2009.

"We are thrilled to offer an exclusive game pack for PlayStation 3 gamers," said Jonathan Knight, Executive Producer for *Dante's Inferno*. "The PlayStation platform has a long history of delivering AAA action/adventure games. Adding *Dante's Inferno* to that rich catalogue is very exciting for the team. And with the demo now available on the PlayStation Network, players can finally get a taste of what awaits them in the full game on Feb 9th."

In the *Dante's Inferno* "Gates of Hell" demo, gamers will experience Dante Alighieri's re-imagined past, as a crusader who returns home to Florence to discover his true love, Beatrice, murdered. Sworn to her rescue, Dante must journey to the Gates of Hell and beyond to battle undead monstrosities, unholy boss demons, and Death himself. Offering a glimpse into the vast world of *Dante's Inferno*, the demo serves as a prelude to the player's perilous journey through the nine circles of hell.

EA's *Dante's Inferno* is an epic descent through Dante Alighieri's nine circles of hell - limbo, lust, gluttony, greed, anger, heresy, violence, fraud and treachery. At a blazing-fast 60 frames per second, each circle features unique environments, all new creatures, terrifying demons, story elements and are scored distinctly to set a tone that fits each circle of sinners.

Dante's Inferno will be released for PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system and Sony PSP(R) (PlayStation(R)Portable) on February 9, 2010 in North America and is rated M for Mature by the ESRB. 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.

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 3 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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