



EA Teams up with Random House to Publish Special Edition of Dante Alighieri's Inferno

Classic Poem with Introduction by Dante's Inferno Executive Producer Jonathan Knight Available on January 19

NEW YORK, Jan 11, 2010 (BUSINESS WIRE) -- Today, Electronic Arts Inc. (NASDAQ:ERTS) and Del Rey Books, an imprint of Ballantine Books at the Random House Publishing Group announced that a trade-paperback edition of the classic poem *Inferno*, part one of *The Divine Comedy*, will be distributed to booksellers nationwide on January 19, 2010. This special edition of the canonized poem commemorates the launch of the highly-anticipated *Dante's Inferno*(TM) video game from Visceral Games(TM). The new edition features an introduction written by *Dante's Inferno* Executive Producer, Jonathan Knight, who offers insight into the process of adapting the dark masterpiece into the interactive medium. The book also features a 16-page, full-color art insert showcasing the evolution of characters and environments from the classic poem to the video game.

"We are so grateful to have the opportunity to work with Random House on this project. Through the creative process of developing this game, we have grown quite close to the literary works of Dante Alighieri. It is his vision that we are adapting for this new media, and new audience," said Jonathan Knight, Executive Producer at Visceral Games. "The game is a celebration of Dante, and we hope gamers will be encouraged to go beyond the game and explore the classic text that has inspired us so deeply."

"Visceral Games and EA have provided us with an amazing opportunity to bring one of the great works of classical fiction to a new group of fans," said Michael Braff of Del Rey editorial. "Their stunning and inventive take on *Dante's Inferno* will be sure to wow players around the world and we are extremely proud to be able to provide those individuals with insight into the creative processes involved in adapting Dante to a new medium."

Created by Visceral Games and available worldwide on February 9, the *Dante's Inferno* video game is set in Dante Alighieri's vividly imagined nine circles of hell - limbo, lust, gluttony, greed, anger, violence, heresy, fraud and treachery. Players take Dante on an epic descent through hell, battling their way through a terrifying gauntlet of demons to reclaim the soul of his beloved Beatrice.

Dante's Inferno the video game 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. A free demo is now available for download on the PlayStation Network and on Xbox Live. *Dante's Inferno* is rated M for Mature by the ESRB and 18+ by PEGI. For more information on *Dante's Inferno*, please follow *Dante's Inferno* 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 Del Rey

Del Rey Books (<http://www.delreybooks.com>) was founded in 1977 as an imprint of Ballantine Books, a division of the Random House Publishing Group, under the guidance of the renowned Judy-Lynn del Rey and her husband, Lester del Rey. Del Rey publishes the best of modern fantasy, science fiction, and alternate history. In 2004 it expanded by launching Del Rey Manga, which has grown to be a major force in the U.S. graphic-novel field.

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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