



EA Welcomes Players to Hell with the Release of Dante's Inferno

One of 2010's Most Anticipated Videogames Launches with Downloadable Content That Will Keep Players Burning in the Nine Circles of Hell

REDWOOD CITY, Calif., Feb 04, 2010 (BUSINESS WIRE) -- The journey through Hell begins today. Visceral Games, an Electronic Arts Inc. (NASDAQ: ERTS) studio, today announced that *Dante's Inferno*(TM) is now available in Europe for the PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system and will be in stores in North America on February 9. With scores of 90 from both PLAY Gamer Magazine in the UK and Official PlayStation Magazine in Italy, the birthplace of Dante Alighieri, *Dante's Inferno* is being praised by critics for its rich depiction of the nine circles of Hell and its brilliant adaptation to the interactive medium.

To further extend the experience, Visceral plans to release a series of downloadable content packs and expansions beginning in February. In March, Visceral will release *Dark Forest*, a prequel level that tells the story of Dante's journey home and features new enemies, puzzles and relics. In April, players can download *Trials of St. Lucia*, a full expansion to the game that offers a co-operative multiplayer mode, a new playable character, and an in-game combat editor. The easy-to-use combat editor allows players to create custom combat trails, and then upload and share their creations online. In addition to *Dark Forest* and *Trials of Saint Lucia*, *Dante's Inferno* will offer downloadable packs containing souls, skins, relics and magics to further boost players on their journeys through Hell.

"We cannot wait for players to experience the terrifying and exhilarating vision of Hell that awaits in *Dante's Inferno*," said Jonathan Knight, Executive Producer for *Dante's Inferno*. "This team did an amazing job adapting a 700 year-old piece of literature and creating a captivating, thrilling, grotesquely beautiful experience that both gamers and literature fans will enjoy. And to top it off, we are thrilled to bring online multiplayer and content creation to the game in April."

Dante's Inferno is set in Dante Alighieri's vividly imagined nine circles of Hell - limbo, lust, gluttony, greed, anger, heresy, violence, fraud and treachery. Throughout this journey, 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. At a blazing-fast 60 frames per second, each circle features unique environments, all new creatures, terrifying demons and story elements that are scored distinctly to set the tone that fits each circle of sinners.

Dante's Inferno is available for the retail price of \$59.99. In addition to the game, all those who purchase *Dante's Inferno* on the PlayStation 3 will receive *The Divine Edition*, packed full with 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*. *Dante's Inferno* is rated M for Mature by the ESRB and 18+ by PEGI. *Dante's Inferno* will be available for the PlayStation Portable on February 22nd. 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.

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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