



EA and Klei Entertainment Join Forces

Evocative Cinematic Brawler 'Shank' Coming to Xbox LIVE(R) Arcade, PlayStation(R) Network and PC in Summer 2010

REDWOOD SHORES, Calif., Mar 04, 2010 (BUSINESS WIRE) -- EA Partners, a division of Electronic Arts Inc. (NASDAQ:ERTS) and award-winning independent development studio Klei Entertainment announced today an exclusive publishing agreement to bring the provocative new game *Shank* to Xbox LIVE(R) Arcade, PlayStation(R)Network and PC this summer. Featuring a unique art style inspired by graphic novels and golden age comics, *Shank* blends the intensity of classic 2D side-scrolling action games with a gripping and mature storyline. The cinematic brawler is a finalist for "Excellence in Visual Art" at this year's Independent Games Festival and will be featured at the IGF Pavilion during the Game Developers Conference in San Francisco next week.

"Our mission at EA Partners is to work with the best talent across the game industry, and we are thrilled to extend our expertise to the leading creative developers in downloadable indie games," said Jamil Moledina, Outreach Director, Business Development at EA Partners. "The team at Klei Entertainment is among the best in the world at developing fun and engaging titles for digital distribution platforms, and *Shank* is an amazing experience."

"As an independent development studio, we always focus on creating great, authentic experiences for players. Working with EA Partners expands our distribution and allows us to bring *Shank* to a much wider audience," said Jamie Cheng, CEO of Klei Entertainment. "They have been a fantastic partner and their understanding of the space is incredibly exciting."

Taking place in a stylized, modern-Western setting, *Shank* tells a classic betrayal story directed through a sophisticated cinematic lens, with addictive action gameplay found in classic 2D side-scrolling games. Klei Entertainment was represented in the deal by CAA. For more information on *Shank*, please visit www.shankgame.com and follow the development team on Twitter at www.twitter.com/klei.

About Klei Entertainment

Founded in 2005, Klei Entertainment is an award-winning game development studio based in Vancouver, British Columbia with both the technical and creative capabilities to create original and lasting properties on all platforms. Klei combines world-class talent and passion to craft great games with memorable characters that appeal to a wide range of audiences. It has developed and published games for the PC, PlayStation(R)Network and [Xbox LIVE\(R\) Arcade](http://www.xbox.com). To learn more about the Klei team and its latest projects, visit www.klei.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 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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