



## EA Partners and Hothead Games Team up to Deliver DeathSpank in 2010

### ***EA to Publish the Latest Game from Industry Icon Ron Gilbert***

REDWOOD SHORES, Calif., Mar 04, 2010 (BUSINESS WIRE) -- EA Partners, a division of Electronic Arts Inc. (NASDAQ: ERTS) and leading independent developer Hothead Games announced today an exclusive publishing agreement that will bring *DeathSpank* to Xbox LIVE(R) Arcade and PlayStation(R)Network in 2010. Developed under the vision of *The Secret of Monkey Island* creator and industry icon Ron Gilbert, *DeathSpank* blends a story filled with Gilbert's unique humor and wit with classic and addictive action RPG gameplay.

"The team at Hothead Games is a perfect fit for EA Partners. They are a great example of how the EA Partners program continues to emphasize the importance of building strong relationships with the world's top indie developers," said Jamil Moledina, Outreach Director, Business Development at EA Partners. "*DeathSpank* is an engrossingly fun and hysterically funny experience, and we are all excited to have the opportunity to help introduce *DeathSpank* to gamers across the world."

Ian Wilkinson, CEO of Hothead Games added, "We are proud of our independence, but are very excited to be working with EA Partners on a title as big as *DeathSpank*. With EA Partners handling distribution and marketing, Hothead can continue to focus on what we do best, making great games."

The game casts players in the role DeathSpank, the Hero to the Downtrodden, a Vanquisher of Evil and Defender of Justice as he fulfills his life-long destiny and searches for a mysterious and magical item only known as "The Artifact". Along the way he'll rescue a few Orphans, defeat a local tyrant and tumble headlong into the even deeper mystery surrounding the legendary Thongs of Virtue in an epic adventure game that includes collecting loot, crazy puzzle solving, witty dialogue, collecting loot, over-the-top animations, fun, accessible action combat, and of course, collecting loot. For more information on *DeathSpank*, please visit [www.deathspank.com](http://www.deathspank.com)

### **About Hothead Games**

Hothead Games is an interactive entertainment company dedicated to creating and delivering innovative and engaging video game experiences to as wide an audience as possible. Hothead's approach combines veteran experience, innovative production methodologies, and an awareness of the importance of controlling distribution channels. The company was founded in March 2006. For more information, please visit [www.hotheadgames.com](http://www.hotheadgames.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](http://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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