



EA Signs Publishing Deal with 38 Studios

Epic RPG from Studio Founded by World Series MVP Curt Schilling to be Published by EA Partners

REDWOOD SHORES, Calif., Mar 09, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced an agreement with 38 Studios, LLC to publish the company's first video game, an epic single-player role-playing game codenamed 'Project Mercury'. 38 Studios is the creative enterprise of World Series MVP and avid gamer Curt Schilling. 'Project Mercury' is being developed at Big Huge Games, a wholly-owned subsidiary of 38 Studios, under the leadership of Ken Rolston, former lead designer of the critically acclaimed hits, *Elder Scrolls III: Morrowind* and *Elder Scrolls IV: Oblivion*. The game marks the first entry into the company's vast universe created by *New York Times* best-selling fantasy author R. A. Salvatore, with artistic direction by Todd McFarlane, renowned artist and creator of *Spawn*.

"From day one, 38 Studios has been focused on creating the next generation of entertainment experiences that embrace all mediums, including film, television, comics, novels, toys and, of course, games," said Curt Schilling, Founder and Chairman of 38 Studios. "We are creating an enormous world, with heroes and villains and a rich back story from the brilliant minds of R. A., Todd and Ken at its heart, and I can think of no finer partner than the global powerhouse that is EA Partners. Being able to leverage the expertise of EA's publishing organization to bring our first product to market is a dream come true for 38 Studios."

"We are thrilled to be working with 38 Studios. The world of RPG gaming is so rich and it is a perfect complement to our partners and title portfolio in EAP," said David DeMartini, Senior Vice President and General Manager of EA Partners. "Project Mercury is bursting with first-rate talent, with passion that spans across the board, from Curt to R. A. to Todd and Ken. We look forward to collaborating with them to create an amazing game set in this incredible new world."

R. A. Salvatore, who has sold over 15 million books worldwide, will be at the Game Developer's Conference in San Francisco this week speaking about the creative process of building fantasy worlds. His lecture, entitled "From Fantasy to Franchise: How to Build a Universe Worthy of Devotion", will take place on Thursday, March 11th from 4:30 PM - 5:30 PM in Room 306 in South Hall at the Moscone Center. Salvatore will discuss his past experiences in writing and games, as well as touch upon his role at 38 Studios as Executive Creator of Worlds.

Project Mercury will be available for the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system, and PC. For more information about 38 Studios, please visit www.38studios.com.

About 38 Studios

38 Studios, LLC, an entertainment and IP creation company founded in 2006 by Curt Schilling, is developing an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively immersive Online Entertainment Experience(TM) that transcends the traditional MMOG genre, novels, comics, toys, console games, movies, TV, and more.

For more information, visit www.38studios.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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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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