



## Epic Games and EA Unleash the *Bulletstorm*

### *People Can Fly Delivers a Blood Symphony of Gunplay and Carnage*

REDWOOD CITY, Calif., Apr 12, 2010 (BUSINESS WIRE) -- Epic Games, People Can Fly and Electronic Arts Inc. (NASDAQ:ERTS) today confirmed the development of *Bulletstorm*, a new original intellectual property from the teams behind the award-winning, multiple million-selling *Gears of War*, *Unreal Tournament* and *Painkiller* series of games. Set to release in 2011, *Bulletstorm* brings new furor to first-person shooter action with its signature 'kill with skill' gameplay, which is packed with blockbuster moments.

"*Bulletstorm* is the kind of game we love to make because it's pure, unadulterated entertainment," said Epic Games President Dr. Michael Capps. "People Can Fly has created a wildly fun first-person shooter that looks gorgeous running on the latest Unreal Engine 3 technology, and the skillshot system is a welcome addition to the genre. We can't wait to see how everyone reacts to seeing *Bulletstorm*."

*Bulletstorm* tells the story of a futuristic confederation protected by an elite band of mercenaries: Dead Echo. When Dead Echo members Grayson Hunt and Ishi Sato learn they've been working for the wrong side, they're betrayed by their commander and exiled to the far reaches of the galaxy. In *Bulletstorm*, Grayson and Ishi find themselves surrounded by hordes of mutants and flesh eating gangs in an abandoned paradise. They have two objectives: get off the planet alive, and exact revenge on the man who sent them there.

Players step into the role of Grayson Hunt complete with an arsenal of over-the-top combat moves and outrageously large guns. *Bulletstorm*'s array of distinct 'skillshots' produces unprecedented levels of frantic gameplay and yell-inducing satisfaction. The skillshot system rewards players for inciting mayhem in the most creative way possible. The more insane the skillshot, the more points players collect to upgrade their character and unlock weapons, which then allows them to execute even more creative moves and exaggerated skillshots.

"We're very excited to work with Epic Games and People Can Fly on this new project. The first time we laid eyes on *Bulletstorm*, we instantly knew this is going to be the next big hit from these two great studios delivering yet again an entirely new experience for shooter fans," said Senior Vice President and General Manager of EA Partners, David DeMartini.

Poised to be one of next year's most anticipated original games, *Bulletstorm* will be available for the Xbox 360(R) video game and entertainment system, the PlayStation(R)3 computer entertainment system and PC. For more information on *Bulletstorm*, please visit [www.facebook.com/bulletstorm](http://www.facebook.com/bulletstorm) or follow us on Twitter at [www.twitter.com/bulletstorm](http://www.twitter.com/bulletstorm).

### **About People Can Fly**

People Can Fly, an Epic Games studio, creates visually and technically superior action games for PC and console entertainment systems. Founded in 2002 and based in Warsaw, Poland, People Can Fly is developing "Bulletstorm," an original, Unreal Engine 3-powered onslaught of 'kill with skill' gameplay and blockbuster moments to be released in 2011 by Electronic Arts. People Can Fly made its mark on the shooter genre with its award-winning "Painkiller" series of games for PC and Xbox prior to shipping Epic's "Gears of War" for PC. Additional information about People Can Fly can be found at [www.peoplecanfly.com](http://www.peoplecanfly.com).

### **About Epic Games**

Epic Games, Inc., based in Cary, NC and established in 1991, develops cutting-edge games and cross-platform game engine technology. The company has created multiple million-selling, award-winning titles in its "Unreal" series, including "Unreal Tournament 3" for PC, PLAYSTATION(R)3 and Xbox 360(R). Epic's "Gears of War" won over 30 Game of the Year awards, and the sales of "Gears of War" and "Gears of War 2" have eclipsed 12 million units. Epic's Unreal Engine 3 is the four-time winner of Game Developer magazine's Best Engine Front Line Award and Hall of Fame inductee Unreal Engine 3 has also been

recognized as the number one game engine by Develop magazine. Additional information about Epic can be obtained through the Epic Games Web site at [www.epicgames.com](http://www.epicgames.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>.

EA, EA SPORTS, EA Mobile, and POGO are trademarks of Electronic Arts Inc. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox, and Xbox 360 are trademarks of the Microsoft group of companies. People Can Fly and Bulletstorm are trademarks or registered trademarks of People Can Fly in the United States of America and elsewhere. Epic, Epic Games, Gears of War, Gears of War 2, Unreal, Unreal Engine, and Unreal Tournament are trademarks or registered trademarks of Epic Games, Inc. in the United States of America and elsewhere. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA Games Label  
Kelly Ekins  
Ph: 514-664-8143  
PR Manager  
[kekins@ea.com](mailto:kekins@ea.com)

or  
EA Games Label  
Peter Nguyen  
Ph: 650-628-3607  
PR Director  
[pnguyen@ea.com](mailto:pnguyen@ea.com)

or  
EA Games Label  
Tammy Schachter  
Ph: 650-628-7223  
SR PR Director  
[tschachter@ea.com](mailto:tschachter@ea.com)

Copyright Business Wire 2010