



EA and Klei Entertainment Team up with Award-Winning Author Marianne Krawczyk to Write Shank

God of War Author Pens the Story for One of This Summer's Most Anticipated Downloadable Games

REDWOOD SHORES, Calif., May 13, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Klei Entertainment today announced that acclaimed writer Marianne Krawczyk will be writing the story for the striking 2D action brawler *Shank* (TM). Krawczyk is best known for her BAFTA award-winning work on the *God of War*^(R) franchise and was named by Gamasutra as one of the top 20 game writers in the industry. Krawczyk is lending her expertise in crafting rich, well-developed characters for *Shank's* tale of revenge.

"I'm very excited to be a part of *Shank*," said Marianne Krawczyk. "I fell in love with the artwork, characters and world that Klei Entertainment created and together we are creating a story that will allow gamers to explore a world where values like integrity and loyalty take on their own twisted meanings."

"When *Shank* was first conceived, we envisioned a fully realized world with provocative characters living out a mature, cinematic story," said Jamie Cheng, CEO of Klei Entertainment. "Marianne has been able to flesh out our characters, and create a gritty, personal and unique story of full frontal revenge."

Shank invites players to let loose with multiple weapons and rack up the kills with an exciting and free flowing combo system. Rip through the ranks of a legion of gang members to compete against friends on *Shank's* online leaderboards. Featuring a captivating art style inspired by golden age comics and graphic novels, *Shank's* blend of classic intense 2D action with a mature and gripping storyline makes it one of the most anticipated downloadable titles this year.

Shank will be available this summer for Xbox LIVE(TM) Arcade, PlayStation(R)Network and PC. For more information on *Shank*, please visit, <http://shankgame.com>.

ABOUT KLEI ENTERTAINMENT

In 2005, Vancouver-based Klei Entertainment started from a basement to become a dynamic workplace with award-winning game developers. Klei CEO, Jamie Cheng, first developed AI for *Warhammer 40,000K: Dawn of War* (PC) and *The Outfit* (Xbox 360) while working at Relic Entertainment. After selling his THQ stock and borrowing some money, he built a small developer-friendly studio from the ground up. Klei's creative lead, Jeffrey Agala, was a long-standing director for the hit television cartoon series *Atomic Betty*. The team's goal: Creating new, authentic experiences with memorable characters and great story telling.

Since 2005, Klei has released a number of titles for a variety of platforms: *Eets* (PC), *Eets: Chowdown* (Xbox 360), *N+* (Xbox 360), and coming this summer, *Shank* (PC, PS3, Xbox 360). *Shank* was nominated for **Excellence in Visual Art** at the 2010 Independent Games Festival.

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 SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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>.

EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. Xbox and Xbox Live are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer

Entertainment Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts
Nick O'Leary, 650-628-3115
PR Coordinator

noleary@ea.com

Andrew Wong, 650-628-2781

Sr. PR Manager

awong@ea.com

or

High Road Communications

Alex Ryan, 415-318-4062

Account Executive

alex.ryan@highroad.com

Copyright Business Wire 2010