



## Insomniac Games Selects EA Partners for New Publishing Agreement

### ***New Franchise Marks the Independent Studio's First Multiplatform Release***

REDWOOD SHORES, Calif., May 25, 2010 (BUSINESS WIRE) -- Today, Electronic Arts Inc. (NASDAQ:ERTS) announced a publishing agreement with independent developer Insomniac Games that will bring the studio's upcoming, all-new franchise to the PlayStation(R)3 computer entertainment system and the Xbox 360(R) videogame and entertainment system. This will be the first multiplatform release in Insomniac's storied 16-year history. Published through the distinguished EA Partners program, the new title will mark the introduction of a brand new universe from Insomniac, creators of the universally-acclaimed *Spyro the Dragon*, *Ratchet & Clank* and *Resistance* franchises that have combined to sell more than 35 million copies worldwide. The still unnamed title is in production at the company's Burbank studio. Terms of the agreement were not disclosed.

"Working with EA Partners allows us to extend the reach of our games to a multiplatform audience while retaining ownership of the intellectual property," said Ted Price, founder and CEO of Insomniac Games. "We are excited and eager to introduce Insomniac to a new group of gamers while reinforcing to our loyal fans what makes our games special."

"This is an exciting day for all of us at EA Partners and for gamers everywhere," said David DeMartini, Senior Vice President and General Manager of EA Partners. "Insomniac is renowned for their commitment to quality and their ability to create unique, exciting worlds for gamers to explore. We look forward to help them bring their next blockbuster franchise to the millions of diehard Insomniac fans on PlayStation and the soon to be millions of diehard Insomniac fans on Xbox 360."

Ship timing for the game was not announced.

For more information on Insomniac Games, please visit [www.insomniacgames.com](http://www.insomniacgames.com).

### **About Insomniac Games**

Insomniac Games is an independent videogames developer that has released award-winning hits exclusively for PlayStation consoles for 16-plus years. The studio has created world-famous game franchises such as *Spyro the Dragon*, *Ratchet & Clank* and *Resistance*, resulting in more than 35 million games sold globally. Insomniac is also known for its collaborative workplace culture, having earned 11 local, regional and national "best places to work" honors since 2004. In January 2009, Insomniac opened a Durham, N.C. studio, which is working on an unannounced project. Additional information can be found on both Insomniac studio locations at <http://www.insomniacgames.com>.

Insomniac Games is represented by Creative Artists Agency (CAA).

### **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](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. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts

Andrew Wong, 650-628-2781 (Sr. PR Manager)

[awong@ea.com](mailto:awong@ea.com)

Tammy Schachter, 650-628-7223 (Sr. Director, International PR)

[tschachter@ea.com](mailto:tschachter@ea.com)

or

Insomniac Games

Ryan Schneider, 818-729-2312 (Director, Brand Development)

[rschneider@insomniacgames.com](mailto:rschneider@insomniacgames.com)

Copyright Business Wire 2010