



## EA and Hothead Games Demand You Download DeathSpank Today... If You Feel Like It

### ***Conquer a Massive World, Defeat Flocks of Evil Chickens and Dispense Justice as the Summer's Funniest Hero is Available Today***

REDWOOD CITY, Calif., Jul 13, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Hothead Games today announced that *DeathSpank(TM)*, an action-RPG blending epic storytelling, addictive gameplay, humor and evil chickens, is available for download today on PlayStation(R)Network for \$14.99 and tomorrow on Xbox LIVE(R) Arcade for 1200 Microsoft points. Developed under the direction of *The Secret of Monkey Island* creator Ron Gilbert, *DeathSpank* takes players through a heroic adventure in the boots of the titular hero DeathSpank as he hacks and slashes his way through epic quests in a vast world filled with vibrant, eccentric and terrifying characters.

"While *DeathSpank* is definitely one of the funnier games out there, it's more than a one trick pony," said Vlad Ceraldi, Director of Game Development for Hothead Games. "We've built a game with fast-paced, addictive combat set in a world that has a tremendous amount of depth that is filled with dynamic characters, colorful environments and tons of cool weapons and loot. And yes, we still have ponies too -- trick ponies!"

"The team at Hothead has really made the perfect experience for the summer," said Jamil Moledina, Outreach Director, Business Development for EA Partners. "DeathSpank is a high-end and fun game, yet incredibly accessible. It's very easy to pick up and play, both in terms of its classic arcade controls, as well as the convenience of downloading it straight to your console."

Players who download the game will be placed in the boots of the mighty DeathSpank, "Dispenser of Justice", "Vanquisher of Evil" and "Hero to the Downtrodden", embarking on his life long journey is to search for and find a mysterious artifact known only as, "The Artifact". Along his journey, DeathSpank will rescue orphans, defeat a local tyrant, help an aging adventurer, and dive headfirst into an even deeper mystery. The game's accessibility makes for a fun, addictive experience where players will find themselves solving crazy puzzles, collecting massive amounts of loot and hearing witty dialogue. For those with friends, *DeathSpank* also features local co-operative gameplay, allowing friends to jump in and out of fighting through this adventure on the same console as both DeathSpank and his trusty, magical sidekick, Sparkles the Wizard.

*DeathSpank* is rated "T" for teen by the ESRB. For more information on *DeathSpank*, please visit, [www.deathspank.com](http://www.deathspank.com).

### **About Hothead Games**

Hothead Games Inc., headquartered in Vancouver, British Columbia, is an independent developer and publisher of groundbreaking downloadable titles. Hothead is currently bringing to life original games such as the highly anticipated *DeathSpank* and the award-winning *Swarm*. Hothead is also partnering with indie studios around the globe to bring games like *Braid* to new platforms and new audiences. For more corporate information, please visit our website at [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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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>.

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