



EA and Spicy Horse Games Send Gamers Down the Rabbit Hole in *Alice: Madness Returns*

REDWOOD CITY, Calif., Jul 20, 2010 (BUSINESS WIRE) -- Gaming visionary American McGee returns to Wonderland as Electronic Arts Inc. (NASDAQ:ERTS) and Spicy Horse Games announce *Alice: Madness Returns*(TM), the dark and deranged sequel to the year 2000 PC hit, *American McGee's Alice*(TM). Designed with the same dark style of the original, but now featuring entirely new visuals, story and game design, *Alice: Madness Returns* is a fun and addictive action adventure set to release on PC, the PlayStation(R)3 computer entertainment system and the Xbox 360(R) video game and entertainment system. The game follows Alice on a journey through a wildly corrupted and shattered Wonderland to uncover the truth behind her haunted past and tortured psyche. In this journey, players will romp through highly-detailed elaborate worlds, encounter a cast of off-beat characters and engage in epic battles with deadly weapons and sinister villains.

"Alice is a classic fiction, infinitely rich with memorable characters, places and experiences. Our approach to *Alice: Madness Returns* takes this colorful world and reinvents it with psychotic personalities and pervasive insanity," said American McGee, Spicy Horse Games Co-Founder and Senior Creative Director. "We can't wait to share our vision with Alice in Wonderland fans and gamers around the world."

Alice: Madness Returns takes place 10 years after the conclusion of the original game, with Alice struggling to recover from the emotional trauma of losing her entire family in a fatal fire. After spending a decade institutionalized in an insane asylum, she is finally released to the care of a psychiatrist who just may be able to help her conquer the nightmarish hallucinations that still haunt her. Alice embarks on a mission to root out the true cause of her family's mysterious death, jumping from a gloomy and stark London to a rich and provocative Wonderland.

"In 2000, we launched a cult hit on the PC with *American McGee's Alice*. Ten years later, I'm pleased to announce American is back on board leading the top-rate talent at Spicy Horse Games to create this sequel," said David DeMartini, Senior Vice President and General Manager of EA Partners. "The Alice in Wonderland fiction continues to be a fan favorite all over the world. We can't wait for them to experience the next chapter with *Alice: Madness Returns*."

Alice: Madness Returns will be available in 2011 for the PC, PlayStation 3 and Xbox 360.

For more information on *Alice: Madness Returns*, please visit <http://AliceMadnessReturns.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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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>.

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Spicy Horse Games

Spicy Horse Games is a game development studio located in Shanghai, China. Founded by a collection of game industry vets, creative artists, and adventure seeking expats in late 2006, Spicy's mission is to build eccentric game content for the PC and console market. Our passion for game making is fueled by an intense love for all things story, art, and fun. Spicy relies on a unique production model, strong culture, and interesting location to inspire and drive development of its game titles.

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