



Revenge Cuts Deep on August 24 When EA and Klei Entertainment Unleash Shank

Highly Anticipated Bloody Brawler Delivers Non-Stop Action Direct to Gamers Next Month on Xbox Live and PlayStation Network

REDWOOD CITY, Calif., Jul 20, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and award-winning independent development studio Klei Entertainment announced today that the highly anticipated downloadable action game, *Shank*, will be available for download on August 24 for PlayStation(R)Network and August 25 for Xbox LIVE(R) Arcade. *Shank* blends classic side-scrolling action gameplay and unique stylized 2D art direction with a revenge story penned by award-winning game writer Marianne Krawczyk. The game was recently nominated for multiple "Best of E3" awards, including "Best Action Game" from IGN.com and "Best Downloadable Game" from GameTrailers.com.

"We committed ourselves completely during the development of *Shank* and it's been extremely gratifying to see the support we've received from the gaming community and press," said Jamie Cheng, CEO of Klei Entertainment. "Watching people play and seeing them smile; it's fantastic to see them latch onto the things we love most about *Shank* -- the art, the story and of course the gameplay."

Shank tells a classic story of gangland betrayal through a mature, pulp-fiction lens. Gamers will play as Shank, getting their hands bloody as they uncover the secrets behind Shank's past and the reasons he is hell-bent on revenge. With a deep and intuitive combat system, players unleash a tremendous number of creative combinations as they take down the waves of enemies standing in their path. *Shank* also features a special co-operative mission, designed to be played with a friend locally, which tells the backstory to frame the revenge plot. This prequel mission allows players to play as Shank or his partner-in-crime Falcone, with deadly double-team moves and gameplay that encourages teamwork.

Shank will be available for download beginning August 24, 2010 on the PlayStation Network for \$14.99, and August 25, 2010 on Xbox LIVE Arcade for 1200 Microsoft Points. For more information on *Shank*, please visit www.shankgame.com and follow the development team on Twitter at www.twitter.com/klei.

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(TM), EA SPORTS(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>.

About Klei Entertainment

Founded in 2005, Klei Entertainment is an award-winning game development studio based in Vancouver, British Columbia with both the technical and creative capabilities to create original and lasting properties on all platforms. Klei combines world-class talent and passion to craft great games with memorable characters that appeal to a wide range of audiences. It has developed and published games for the PC, PlayStation(R)Network and Xbox LIVE(R) Arcade. To learn more about the Klei team and its latest projects, visit www.kleientertainment.com.

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SOURCE: Electronic Arts Inc.

Electronic Arts
Andrew Wong, 650-628-2781
Sr. PR Manager
awong@ea.com

Lisa Chan, 650-628-2748
Sr. Publicist
lisachan@ea.com

or
47 Communications
For Electronic Arts
Laura Weir, 310-658-1200
shank@fortyseven.com

or
High Road Communications
For Klei Entertainment
Darren Gladstone, 415-318-4210
dgladstone@highroad.com

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