



EA and Hothead Games Reveal DeathSpank: Thongs of Virtue

The Summer's Greatest Downloadable Hero Returns to Save The Day on PlayStation Network and Xbox Live Arcade

REDWOOD SHORES, Calif., Aug 23, 2010 (BUSINESS WIRE) -- Today Electronic Arts Inc. (NASDAQ:ERTS) and leading independent developer Hothead Games(TM) announced *DeathSpank: Thongs of Virtue*, the follow-up to the delightfully twisted and fiendishly addictive action RPG, *DeathSpank*. Featuring the trademark humor found in the original, *Thongs of Virtue* centers on DeathSpank's journey through a massive war-torn land; explore the North Pole and the high seas to locate six mystical thongs to bring peace and harmony to the universe. *DeathSpank: Thongs of Virtue (T.O.V.)* will be available for download on PlayStation(R)Network on September 21, 2010 for \$14.99 and Xbox LIVE(R) Arcade on September 22, 2010 for 1200 Microsoft Points.

"Bigger, longer, harder--these were the words that drove us while we created the follow up to our introduction to the DeathSpank universe," said Vlad Ceraldi, Director of Game Development for Hothead Games. "In *T.O.V.*, we're taking action RPG fundamentals and adding loads of new creatures, environments, weapons and characters, while continuing to push the envelope with our signature humor."

DeathSpank: T.O.V. puts players in the mighty boots of DeathSpank, the "Dispenser of Justice", "Vanquisher of Evil" and "Hero to the Downtrodden." A long time ago, nine mystical thongs were planned to bring balance and harmony to the universe, but when marketing got in the way, only six thongs were produced, and the result was disastrous. Granting great power to those who wear them, the thongs corrupted all those they touched--except DeathSpank. DeathSpank must find all six thongs and destroy them once and for all. *Thongs of Virtue* includes local co-op mode, allowing a second player to choose one of two hilarious sidekicks to help save the world. Players will enjoy unleashing magical skills, playing as Sparkles the Wizard, or laugh at the ninjatastic Kung Fu moves of DeathSpank's new partner in crime, Steve.

For more information on *DeathSpank: Thongs of Virtue*, visit www.deathspank.com or follow the development team on Facebook at <http://www.facebook.com/deathspank>.

About Hothead Games

Hothead Games Inc., headquartered in Vancouver, British Columbia, is an independent developer and publisher of groundbreaking downloadable titles currently bringing to life original games such as the critically acclaimed ***DeathSpank*** and the award-winning ***Swarm***. Hothead also partners 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.

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™, EA SPORTS™, 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>.

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Electronic Arts

Lisa Chan, 650-628-2748

Sr. Publicist

lisachan@ea.com

Andrew Wong, 650-628-2781

Sr. PR Manager

anwong@ea.com

or

fortyseven communications

for Electronic Arts

Laura Weir, 323-658-1200

deathspank@fortyseven.com

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