



EA and Klei Entertainment Unsheathe Shank Today

Take Your Best Stab at Revenge on PlayStation Network on August 24 and Xbox Live Arcade on August 25

REDWOOD CITY, Calif., Aug 24, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and award-winning independent development studio Klei Entertainment announced that the highly anticipated downloadable 2D action game *Shank*, will be available for download on PlayStation(R)Network beginning today, August 24 and on Xbox LIVE(R) Arcade on August 25. With its blend of classic side-scrolling action gameplay and stylized animation set against a modern-Western canvas, *Shank* tells a bloody story of revenge, penned by award-winning game writer Marianne Krawczyk.

"Our goal with *Shank* was to create a game that pays homage to the classic 2D brawler, while seeing how far we could push it by melding it with our own pulp-fiction influences," said Jamie Cheng, CEO of Klei Entertainment. "At the end of a long road that began as an indie dream in 2009, we've finally shipped a visually striking, cinematic brawler."

"With *Shank*, Jamie Cheng, Jeff Agala, and the team at Klei Entertainment have delivered the game analog of the black comedy symphony of violence dominating today's indie film circuit," said Jamil Moledina, Outreach Director at EA Partners. "This exquisitely bloody game conjures memories of the best arcade brawlers of the late 1980s, while delivering the production values and pitch perfect controls of a modern high definition blockbuster masterpiece."

Shank tells a classic story of gangland betrayal through a violent, pulp-fiction lens. Gamers play as Shank, getting their hands bloody as they uncover the secrets of 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 waves of enemies standing in their path. *Shank* also features a special co-operative campaign, designed to be played with a friend locally, which tells the backstory of 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 is one of the most highly anticipated downloadable game releases of this summer, having been nominated for Excellence in Visual Arts by the Independent Games Festival, as well as multiple "Best of E3" awards, including "Best Action Game" from IGN.com and "Best Downloadable Game" from GameTrailers.com. *Shank* is available for download now on the PlayStation Network for \$14.99, and August 25, 2010 on Xbox LIVE Arcade for 1200 Microsoft Points. *Shank* is rated "M" for mature by the ESRB. For more information on *Shank*, please visit www.shankgame.com and follow the development team at www.twitter.com/klei and at www.facebook.com/shankgame.

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>.

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.klei.com.

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