



EA and Hothead Games' Hit Action RPG DeathSpank Debuts on PC and Mac

The World's Greatest Downloadable Hero Leaps Onto New Platforms

REDWOOD CITY, Calif., Oct 06, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Hothead Games(R) announced today that the critically acclaimed action role-playing game (RPG), *DeathSpank(TM)*, will be available on PC for \$14.99 on October 26. Starting today, gamers will receive a 10% discount when they pre-order *DeathSpank* on PC via Steam, Valve Corporation's delivery and management platform. Additionally, gamers can pre-order the *Shank and 'Spank* Bundle on Steam, which pairs *DeathSpank* with Klei Entertainment's *Shank(TM)**, and receive 15% off of the entire bundle. Developed under the direction of industry veteran Ron Gilbert, *DeathSpank* combines unique humor and wit with fast, addictive action-RPG gameplay. Recently awarded IGN's Editor's Choice for the PlayStation(R)3 computer entertainment system and Xbox 360 (R) videogame and entertainment system, *DeathSpank* takes players on an epic adventure through crazy quests in a vast world filled with vibrant, eccentric and hilarious characters. Currently available on PlayStation(R) Network and Xbox LIVE(R) Arcade, *DeathSpank* will also be released on Mac OSX; availability to be announced.

"Bringing the game to PC and Mac was a direct response to the repeated requests by our fans and we are thrilled that *DeathSpank* has become so popular and such a phenomenon, ensuring that we can fulfill those requests," said Vlad Ceraldi, Director of Game Development at Hothead Games. "The humor, story and core gameplay elements in *DeathSpank* were all inspired by some of our favorite PC games."

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" and will embark on his lifelong journey 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 engaging in tons of hilarious dialogue. *DeathSpank* also features local co-operative gameplay, allowing friends to jump in and out of this adventure on the same computer as *DeathSpank*'s 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.

* Klei Entertainment's *Shank* will also be available for download on Steam starting October 26.

About Hothead Games

Hothead Games, 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 *DeathSpank*, *DeathSpank: T.O.V.* 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. Visit us at our website www.hotheadgames.com.

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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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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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