



EA Offers *Dead Space 2* Prologue for Free* with Pre-Order of *Dead Space 2*

Play Dead Space Ignition to Unlock Special Gear and Weapons in Dead Space 2

REDWOOD CITY, Calif., Oct 11, 2010 (BUSINESS WIRE) -- Visceral Games(TM), a studio of Electronic Arts Inc. (NASDAQ:ERTS) today announced that *Dead Space(TM) Ignition*, the prologue to the January blockbuster *Dead Space 2*, will be available October 13 as a free* download to anyone that pre-orders *Dead Space 2* at participating retailers in North America. Those that pre-order *Dead Space 2* will receive a unique, single-use code to download *Dead Space Ignition* for free*. *Dead Space Ignition* reveals the events leading up to *Dead Space 2* and rewards players with unlocks including an exclusive Hacker suit which can be used by engineer Isaac Clarke in *Dead Space 2*. *Dead Space Ignition* can also be purchased as a stand-alone game for \$5 October 12 on the PlayStation(R)Network and October 13 on Xbox LIVE(TM) Marketplace for 400 MS points.

"*Dead Space* fans are hungry for more Necromorph action and we're thrilled that they don't have to wait until January to get their fix. *Dead Space Ignition* is a great way to jump back into the *Dead Space* universe while the Visceral development team completes the final stages of *Dead Space 2*," said Steve Papoutsis, Executive Producer, *Dead Space* franchise. "*Dead Space Ignition* will show fans what happens in the hours leading up to the beginning of *Dead Space 2* with gameplay that is fast-paced and accessible. It's a fun way to dig deeper into the fiction, while allowing core fans to give Isaac Clarke an edge in *Dead Space 2*."

Dead Space Ignition combines an interactive comic-style story with three unique hacking games; Hardware Crack, Trace Route and System Override. Each game offers a fun arcade experience that will challenge players with puzzles and twitch gameplay. *Dead Space Ignition* features a unique "Choose Your Own Adventure" type narrative, allowing players to survive the initial Necromorph outbreak on the Sprawl in multiple ways, with four different endings. The story was written by Antony Johnston, the award-winning, *New York Times* bestselling author of comics, graphic novels, video games and books including *Wasteland*, and *Daredevil*.

In *Dead Space 2*, engineer Isaac Clarke makes his return in a blood-curdling new adventure on an all-new space installation known as "The Sprawl." The lone survivor of a horrific alien infestation, Isaac finds himself confronting a catastrophic new nightmare. Battling dementia, Isaac will do whatever it takes to save himself and dominate the relentless enemy onslaught. Equipped with a new arsenal of tools to dismember the necromorphs, Isaac faces the challenge head-on. Players will see Isaac fight bigger, scarier and more epic battles that will keep them on the edge of their seats.

Dead Space 2 will be available on Jan. 25, 2011 for the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system and the PC. For additional information and news, visit www.deadspacegame.com, follow us on twitter www.twitter.com/deadspace or become a fan on Facebook at www.facebook.com/deadspace.

* This offer valid only with a pre-order of *Dead Space 2* at participating retailers. Certain restrictions apply. See www.eastore.com or participating retailers for details.

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™, EA™, 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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