



EA Unveils MicroBot, an Innovative Twist on the Classic Arcade Shooter, in Development for Digital Download

MicroBot Lets Players Embark on a Perilous Battle Inside the Human Body

REDWOOD CITY, Calif., Oct 18, 2010 (BUSINESS WIRE) -- What you can't see, can save you. Electronic Arts Inc. (NASDAQ: ERTS) today revealed details about *MicroBot*, a unique gameplay experience taking players inside the human body. The new arcade-style shooter, which will be available Winter 2011 on Xbox Live(R) Arcade and PlayStation(R) Network, challenges gamers to control a microscopic ship--a MicroBot--on a mission to destroy a biotechnological infestation.

MicroHexon Research has invented a transformative medical technology: autonomous nanotech machines that are no larger than a blood cell. When injected into the body they target and eliminate diseases at the cellular level. However, something has gone dangerously awry. The nanomachines have bonded to the diseased cells and are now multiplying inside the body at an exponential rate. Piloting a new prototype MicroBot, players must seek and destroy the infection before it consumes the human host from the inside.

In *MicroBot*, players battle malicious enemies as they travel through veins, bones, lungs and brain. The rhythms and fluids of the human body create a dynamic environment that affects movement and gameplay, providing both combat advantages and additional hazards to overcome. Just as each human body is unique, *MicroBot* dynamically creates new levels to ensure that the challenge is different every time gamers play.

As players eradicate the biotechnological infestation, they will harvest data fragments which allow them to unlock over 20 pieces of upgradable microtechnology. Using this newly acquired technology, players can strategically customize their MicroBot with powerful weapons, defensive systems, movement parts, and special abilities. With millions of possible configurations, players can build a MicroBot to suit any style of play.

"We wanted to take gamers to a place they have rarely visited before -- the world inside the human body. The fluid dynamics of the world and the customization of the MicroBot come together to create a unique take on the arcade shooter genre," said Jason Haber of Electronic Arts. "*MicroBot* is an energetic and addictive game that is perfect for anyone that plays games on Xbox Live Arcade and PlayStation Network."

Players can take on the infection together by teaming up in a cooperative drop-in/drop-out multiplayer experience. Not only will players battle side-by-side, but they can also upgrade their MicroBots simultaneously in the innovative co-op editor, where they work together to create the ultimate MicroBot team.

Developed in conjunction with Naked Sky Entertainment, LLC, EA is scheduled to launch *MicroBot* in Winter 2011. Consumers can keep up-to-date on the latest *MicroBot* developments at www.ea.com/MicroBot.

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(TM), EA(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>.

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