



EA and Hothead Games Vanquish Evil as Hit RPG DeathSpank Comes to PC

Save Orphans and Dispense Justice as the Summer's Funniest Downloadable Hero Debuts on PC Today

REDWOOD SHORES, Calif., Oct 26, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Hothead Games(TM) announced today that *DeathSpank*, the critically acclaimed, fiendishly funny action role playing game (RPG), is now available for download on PC for \$14.99 via Steam, Valve Corporation's delivery and management platform. 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* will take PC players on an epic adventure through crazy quests in a vast world filled with vibrant, eccentric and hilarious characters.

"We are thrilled to finally bring the crazy world of *DeathSpank* to the PC," said Vlad Ceraldi, Director of Game Development at Hothead Games. "PC is the perfect home for *DeathSpank*. It's charming, witty and whimsical and at its core, *DeathSpank* offers an extremely fun and compelling experience."

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 fulfilling crazy quests, 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.

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.

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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