



## Harry Potter and the Deathly Hallows — Part 1 Videogame Available Worldwide from November 16

*Harry and Friends Embark on Their Most Action-Packed Adventure to Date*

GUILDFORD, England--(BUSINESS WIRE)-- Today the EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) and Warner Bros. Interactive Entertainment announced that the *Harry Potter and the Deathly Hallows™ — Part 1* videogame is available to buy on multiple platforms in stores throughout North America and Europe.

The *Harry Potter and the Deathly Hallows — Part 1* videogame is packed from start to finish with action. Players will be on the run, fighting for survival on a desperate and dangerous quest to locate and destroy Voldemort's Horcruxes, engaging with Death Eaters and Snatchers in epic battle sequences at every turn. To amplify the action, players will encounter ferocious creatures, and will need to muster their most powerful magic against relentless assaults from all sides. No more lessons. No more training. It's time for players to fight for their lives.

"There's no doubt that this is the most exhilarating *Harry Potter* game we've made to date," says Jonathan Bunney, VP, Head of Production at EA Bright Light™. "The darker tone of the movies and books, together with the rich action storyline of *Harry Potter and the Deathly Hallows - Part 1* and the potential of HD gaming technology has enabled the development team to give the player more powerful magic, more dangerous enemies and an overall more exciting experience than ever before. It's an entirely new *Harry Potter* experience that we believe both fans of the franchise and action games will love."

Players will, for the first time, be able to use Harry's wand as the ultimate weapon, unleashing an arsenal of formidable magic to defeat attackers, protect themselves from harm and evade capture. Players will also find a number of potions throughout the world - which can be used in combat and for stealth. A dynamic cover mechanic will enable the tactical player to utilize existing objects as cover, or magically create their own, on the fly. And Harry's famed Invisibility Cloak will allow players to sneak past more deadly enemies, or get to various points unseen. The game also includes a series of challenges, available from the main menu and separate from the single player campaign, that offers both local and online leaderboards to compare best scores and times across the globe.

Developed by EA Bright Light Studio, the *Harry Potter and the Deathly Hallows - Part 1* videogame is now available for the Xbox 360®, which offers an additional KINECT mode where players can actually cast magic via gestures, PlayStation®3, Wii™, Nintendo DS™, Windows PC, and mobile devices.

### **About the *Harry Potter and the Deathly Hallows - Part 1* film**

Part 1 begins as Harry, Ron and Hermione set out on their perilous mission to track down and destroy the secret to Voldemort's immortality and destruction—the Horcruxes. On their own, without the guidance of their professors or the protection of Professor Dumbledore, the three friends must now rely on one another more than ever. But there are Dark Forces in their midst that threaten to tear them apart.

Meanwhile, the wizarding world has become a dangerous place for all enemies of the Dark Lord. The long-feared war has begun and Voldemort's Death Eaters seize control of the Ministry of Magic and even Hogwarts, terrorizing and arresting anyone who might oppose them. But the one prize they still seek is the one most valuable to Voldemort: Harry Potter. The Chosen One has become the hunted one as the Death Eaters search for Harry with orders to bring him to Voldemort...*alive*.

Harry's only hope is to find the Horcruxes before Voldemort finds him. But as he searches for clues, he uncovers an old and almost forgotten tale—the legend of the Deathly Hallows. And if the legend turns out to be true, it could give Voldemort the ultimate power he seeks.

Little does Harry know that his future has already been decided by his past when, on that fateful day, he became "the Boy Who Lived." No longer just a boy, Harry Potter is drawing ever closer to the task for which he has been preparing since the day he

first stepped into Hogwarts: the ultimate battle with Voldemort.

### **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 \$1.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://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 Warner Bros. Interactive Entertainment**

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

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