



EA Announces Development of SSX: Deadly Descents

Riders to Battle the Most Treacherous Mountain Ranges on the Planet

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced today the return of SSX™, one of the most critically-acclaimed videogame properties of all-time. A stunning reinvention of the classic action snowboarding franchise, *SSX™: Deadly Descents* packs adrenaline into every run with compelling characters and heart-pumping adventures as riders battle the most treacherous and diverse mountain ranges on Earth.



"An entire genre was born from the original SSX a decade ago, and it's time to reboot one of the most popular franchises of all-time in an unpredictable and unexpected way," said Peter Moore, President, EA SPORTS. "Fans have been begging for this since the launch of this generation of consoles, and we have an experience that will be worth the wait. This franchise has always been about racing, tricks, characters and fun — SSX: Deadly Descents will deliver all of that, and more, on a global scale, with rich online experiences, and with the sense of adventure never before imagined on a snowboard."

First look at SSX: Deadly Descents from Spike Videogame Award Trailer (Photo: Business Wire)

Redefining the SSX franchise, *SSX: Deadly Descents* will pit riders versus both mountain and man. Players will explore the story of a team who seek to be the first to descend the faces of the most treacherous mountain ranges on the planet. The team will travel the world to face the worst that Mother

Nature can throw at them. From the peaks of the Himalayas, where the air is so thin that riders have to descend through the death zone at breakneck speeds to keep from blacking out, to the solid ice ranges of Antarctica, where a sunlit line is the only survival option when temperatures drop 50 degrees centigrade in the shade. And the mountain isn't the only danger players will face. In *SSX: Deadly Descents* the first goal is to survive. The second, in true SSX fashion, is to look good doing it.

SSX: Deadly Descents is in development at EA Canada under the EA SPORTS™ brand, and it will be available for the Xbox 360™ system and the PLAYSTATION 3 computer entertainment system. The game has not yet been rated by the ESRB or PEGI.

EA SPORTS™ is one of the leading sports entertainment brands in the world, with compelling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NCAA® Football*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR®* golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

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. 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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