



## EA Debuts *MicroBot*, the Cure to the Common Arcade Shooter

*The Battle Inside the Human Body Begins Now on Xbox Live Arcade, Coming This Week to PlayStation Network*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Your *MicroBot* is ready for injection! Electronic Arts Inc. (NASDAQ:ERTS) today announced that *MicroBot*, a unique gameplay experience taking players inside the human body, is now available on Xbox® Live Arcade for 800 Microsoft Points (\$10) and coming Jan. 4 on PlayStation® Network (\$10). The new arcade-style shooter, created in collaboration with acclaimed development studio Naked Sky Entertainment, challenges gamers to control a microscopic ship—a *MicroBot*—on a mission to destroy a biotechnological infestation.

In *MicroBot*, players battle malicious enemies as they travel through the bloodstream, 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. 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 millions of possible configurations, players can build a *MicroBot* to suit any style of play.

"When we set out to create *MicroBot*, we wanted to ensure it provided a unique gameplay experience setting it apart from other offerings in the digital download marketplace," said Jason Haber of Electronic Arts. "By taking players inside a place they have rarely visited before — the human body — and giving gamers endless customization options, we made a game that lives up to that vision and, most importantly, provides an addictive gameplay experience for anyone who plays games on Xbox Live Arcade and PlayStation Network."

Players can take on the infection solo or 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. Finally, in addition to the Story Mode, *MicroBot* also features an exciting Challenge Mode, where either one or two players can see how long they can survive the battle using just one ship configuration.

Consumers can keep up-to-date on the latest *MicroBot* developments at [www.MicroBotGame.com](http://www.MicroBotGame.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 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>.

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