



## Epic Games and EA Kick-Start the New Year With a Demo for *Bulletstorm*

*Get a Taste of One of 2011's Most Anticipated Games Starting on January 25*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- People Can Fly, Epic Games and Electronic Arts Inc. (NASDAQ:ERTS) today announced a demo for *Bulletstorm*, the highly anticipated new action shooter from the makers of the award-winning *Gears of War* and *Unreal* series of games. Starting on January 25, the demo will give players a taste of the guns, action and attitude *Bulletstorm* has to offer, with Entertainment Weekly describing *Bulletstorm* as "an intense, outrageous shooter," and Seth Schiesel from the New York Times stating, "the name should say it all; big guns, lots of lead and over-the-top mayhem."

*Bulletstorm* ships with three game modes: the pulp sci-fi, single-player campaign; *Anarchy* multiplayer mode; and *Echo* mode, a unique experience that tracks and compares players' scores while they play through locations found in the campaign. The *Bulletstorm* demo introduces a slice of *Echo* mode in which players traverse a collapsed building on the deadly paradise planet Stygia as ex-Dead Echo leader Grayson Hunt. Players will utilize the "Skillshot" system in *Bulletstorm* as they crush enemies in increasingly creative ways to rack up points using an arsenal of powerful weapons, from a futuristic assault rifle called the Peace Maker Carbine, to the Flail Gun, which fires two grenades linked by a chain, and the Screamer, a powerful revolver that turns enemies into human fireworks.

From highest score to total number of skillshots performed, players can compete with their friends for bragging rights in *Echo* mode as they decimate enemies with over-the-top combat moves using some of the most innovative weapons ever seen in a first-person shooter. With more than 45 skillshots in the demo, players are encouraged to "Kill with Skill" in *Bulletstorm*, finding stylish and ever imaginative ways to take down anyone that stands in their way. The *Bulletstorm* demo also allows players to unlock platform-specific upgrades\* to use in the game's *Anarchy* mode, from the Crimson Leash to Stealth Armor, when they purchase the full game.

The *Bulletstorm* demo will be available for download January 25 on Xbox LIVE™ Marketplace Worldwide and the PlayStation®Network in North America. The demo will be available on January 26 on PlayStation®Network in Europe. Poised to be one of 2011's most original games, the *Bulletstorm Epic Edition* will be available for the Xbox 360® videogame and entertainment system and grant early access to the *Gears of War 3* beta as well as additional bonus content in-game\*\*. The *Bulletstorm Limited Edition* will be available for the PlayStation®3 computer entertainment system and PC and will also offer additional bonus content in-game\*\*. *Bulletstorm* will be available on Feb. 22, 2011 in North America and Feb. 25, 2011 in Europe. For more information on *Bulletstorm*, please visit [www.bulletstorm.com](http://www.bulletstorm.com) and [www.facebook.com/bulletstorm](http://www.facebook.com/bulletstorm) or follow us on Twitter at [www.twitter.com/bulletstorm](http://www.twitter.com/bulletstorm).

\* Content subject to availability.

\*\* Conditions and restrictions apply. Whiles supplies last. See back of pack for details if and when available.

### About People Can Fly

People Can Fly, an Epic Games studio, creates visually and technically superior action games for PC and console entertainment systems. Founded in 2002 and based in Warsaw, Poland, People Can Fly is developing "Bulletstorm," an original, Unreal Engine 3-powered onslaught of 'kill with skill' gameplay and blockbuster moments to be released in 2011 by Electronic Arts. People Can Fly made its mark on the shooter genre with its award-winning "Painkiller" series of games for PC and Xbox prior to shipping Epic's "Gears of War" for PC. Additional information about People Can Fly can be found at [www.peoplecanfly.com](http://www.peoplecanfly.com).

### About Epic Games

Founded in 1991 and based in Cary, N.C., Epic Games develops cutting-edge games and cross-platform game engine technology. Epic's "Gears of War" series has sold more than 12 million copies and won more than 50 Game of the Year

awards. Epic's Unreal Engine 3 is the five-time winner and Hall of Fame inductee for Game Developer's Best Engine Front Line Award. Unreal Engine 3 has also won three consecutive Develop Industry Excellence Awards, and consequently Develop magazine has dubbed it the number one game engine. Visit [www.epicgames.com](http://www.epicgames.com) and [www.unrealtechnology.com](http://www.unrealtechnology.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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