



Forecast Calls for Over-the-Top Action with a High Chance of Mayhem as Epic Games and EA Unleash *Bulletstorm*

Kill with Skill Year-Round as First Downloadable Content Is Announced

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Get ready to make it rain bullets, action and all out insanity as *Bulletstorm*[™], the highly anticipated shooter from People Can Fly, Epic Games and Electronic Arts Inc. (NASDAQ: ERTS), is now available in North America. With its explosive, irreverent gameplay, *Bulletstorm* is already receiving praise from critics, including a 9.25 from the world's #1 gaming magazine, *Game Informer*, and with Seth Schiesel from the *New York Times* stating, "the name should say it all; big guns, lots of lead and over-the-top mayhem." From the pulp sci-fi single-player campaign to the relentless multiplayer modes, *Bulletstorm* injects the fun back into first-person shooters. *Bulletstorm* is available for the Xbox 360[®] video game and entertainment system, the PlayStation[®]3 computer entertainment system and PC. Also available today in limited quantities is the *Bulletstorm Epic Edition* for Xbox 360 which grants players early access to the *Gears of War 3* beta*. Gamers will need the *Epic Edition* disc in order to play the *Gears of War 3* beta.

People Can Fly, Epic Games and EA also announced today the *Gun Sonata* pack**, the first downloadable content for *Bulletstorm*. Featuring three new maps for Anarchy multiplayer mode, from the wretched Sewers of Stygia to the dilapidated ruins of Hotel Elysium and the open spaces of Villa, the *Gun Sonata* Anarchy maps provide even more settings for players to work together in order to pull off fantastic team skillshots. In addition to the new Anarchy maps, *Gun Sonata* will also introduce two new Echo mode maps, including Crash Site, where Final Echo soldiers must deal with the ramifications of their crashed ship, and Guns of Stygia, in which a captive commando escapes from an enemy prison. Completely new to the *Bulletstorm* experience, Crash Site and Guns of Stygia offer brand new challenges for those competing to top personal high scores and leaderboard rankings. Two new Leash enhancements, the Flamingo and the Pulp, make it even more enjoyable to kill with skill and style. The *Gun Sonata* downloadable content will be available this spring for 800 Microsoft Points on Xbox LIVE[®] Marketplace and \$9.99 on the PlayStation Network.

"*Bulletstorm* plays like a high-octane summer blockbuster movie. It's loaded with intense action and cinematic moments, all wrapped up in a fun story," said Dr. Michael Capps, president of Epic Games. "People Can Fly has really tapped into the power of Unreal Engine 3, and the result is a stunningly beautiful playground for mayhem. The skillshot system delivers a new shooter experience that's stylish, creative and a heck of a lot of fun. We can't wait to see what our players do once they get *Bulletstorm* in their hands."

Set in the 26th century on Stygia, a planet where paradise was lost and has since been overrun with rampaging freaks, flesh-eating plants and creatures the size of skyscrapers, *Bulletstorm* tells the story of Grayson Hunt and Ishi Sato. As ex-members of an elite military force called Dead Echo, Grayson Hunt and Ishi Sato are mercenaries on the run across the galaxy, until they are stranded on Stygia, where their main objective is to survive long enough in order to exact revenge on the one person responsible for their plight. In Anarchy multiplayer mode, teams of up to four players fight together to survive waves of blood-thirsty mutants while scoring Skillpoints in order to advance. In Echo mode, *Bulletstorm* tracks and compares players' scores through locations found in the campaign. Through the Skillshot system, *Bulletstorm* provides stylish, imaginative ways to perform spectacular kills with some of the most unique weapons ever seen, including the Boneduster, a four-barreled shotgun that packs an incredible punch, to the Headhunter, a sniper rifle that allows player to guide the bullet as it reaches its target.

Bulletstorm for the Xbox 360 and PlayStation 3 includes a one-time-use Online Pass registration code that gives players access to six bonus Echo maps and the exclusive Quicksilver leash. Players who do not have a code can purchase the *Bulletstorm* Online Pass for 800 Microsoft Points on Xbox LIVE Marketplace and \$9.99 on the PlayStation Network.

Bulletstorm is now available in North America and will be available February 25 in Europe for the Xbox 360[®] video game and entertainment system, the PlayStation[®]3 computer entertainment system and PC. Also available in limited quantities, the *Bulletstorm Epic Edition* for Xbox 360 grants players early access to the *Gears of War 3* beta as well as additional bonus in-game content*. The *Bulletstorm Limited Edition*, available for the PlayStation[®]3 computer entertainment system and PC, also offers additional bonus in-game content*.

For more information on *Bulletstorm*, please visit www.bulletstorm.com and www.facebook.com/bulletstorm or follow us on Twitter at www.twitter.com/bulletstorm.

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

** Content subject to availability.

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.

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 and 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. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA Mobile, and POGO are trademarks of Electronic Arts Inc. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox, and Xbox 360 are trademarks of the Microsoft group of companies. People Can Fly and Bulletstorm are trademarks or registered trademarks of People Can Fly in the United States of America and elsewhere. Epic, Epic Games, Gears of War, Gears of War 3, Unreal, Unreal Engine and UE3 are trademarks or registered trademarks of Epic Games, Inc. in the United States of America and elsewhere. All other trademarks are the property of their respective owners.

EA Games Label

Devin Bennett, PR Manager, 718-687-8615

devinb@ea.com

Peter Nguyen, PR Director, 650-628-3607

pnguyen@ea.com

Tammy Schachter, VP of PR, 650-628-7223

tschachter@ea.com

or

Epic Games, Inc.

Dana Cowley, Senior PR Manager, 919-447-4515

dana.cowley@epicgames.com

Source: Electronic Arts Inc.

News Provided by Acquire Media