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Gamers Rejoice! The Gift-Giving Season Continues as Visceral Games Announces *Dead Space 3* Downloadable Demo

Demo to Offer Early Access to the Hostile Ice Planet of Tau Volantis Starting on January 15 on Xbox LIVE Marketplace and Publicly, January 22 on PlayStation Network

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The holidays might be over, but EA has one more gift for gamers! Visceral Games, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced that a downloadable demo for ***Dead Space***[™], the first entertainment blockbuster of 2013, will be available for download on Xbox Live Marketplace and PlayStation Network starting on January 22. Exclusively for Xbox 360, gamers who want a chance to play the demo one week early, can sign up on <http://demo.deadspace.com>.* In the demo, players will be thrust into deep space terror when unwilling hero — Isaac Clarke — and all-new co-op companion — Sergeant John Carver — crash land on Tau Volantis, an unforgiving ice planet teeming with Necromorphs. *Dead Space 3* takes the franchise's core elements of suspense, horror, action and sound and introduces them to all-new elements — including co-op play - that allows players to work together to take down the most ambitious *Dead Space* experience yet. *Dead Space 3* launches in North America on February 5 on Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system and PC and February 8 in Europe.

Winner of more than 15 critic awards at E3 2012 including Best of Show from *Game Informer Magazine*, *Dead Space 3* cuts to the heart of deep space terror. The game is recognized by game critics worldwide for its incredible craftsmanship in horror, action, suspense and sound design. Players will embark on a thrilling ride through space that takes them to a hostile new planet, Tau Volantis. Fortunately, they are not alone this time around. The fully integrated drop-in/drop-out co-op feature gives players the option to play alone or team-up with a friend anytime. Players that choose to take down the terror together will experience additional story details, side missions and gameplay mechanics only found when playing as John Carver.

Dead Space 3 will be available on February 5 in North America and February 8 in Europe for the PS3, Xbox 360 and the PC.

For additional information and news, please visit <http://demo.deadspace.com> or our website www.deadspace.com, follow us on Twitter at: www.twitter.com/deadspace, or become a fan on Facebook at www.facebook.com/deadspace. Media assets are available at <http://info.ea.com>.

*While quantities last. Offer expires 1/14/13 @ 11:59 pm PST. Code expires January 22, 2012. Origin account (EA) registration required for early demo access. You must be 13+ to register. Origin account (EA) privacy policy and terms of service can be found at www.ea.com.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 250 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims*[™], *Madden NFL*, *FIFA Soccer*, *Need for Speed*[™], *Battlefield*[™] and *Mass Effect*[™]. More information about EA is available at <http://info.ea.com>.

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