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Dead Space 3 Launches Today to Global Critical Acclaim — Heralded as One of the Best Games of This Generation

EA and Visceral Games Announce Spine-Tingling Downloadable Content Pack: Dead Space 3 Awakened

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The tense, frightening and action-packed fight against the Necromorphs returns — but this time gamers don't have to go at it alone! Visceral Games™, an Electronic Arts Inc. (NASDAQ: EA) studio, today announced that **Dead Space™ 3**, the first big entertainment blockbuster of 2013, is now available at retail stores in North America and on Origin.com. Heralded by more than 30 press outlets including USA Today, Forbes, NBC News and IGN as one of the most anticipated games of 2013, *Dead Space 3* introduces an innovative drop-in/drop-out feature, all-new weapon crafting system and takes players on a thrilling ride through the terrors that lie hidden in deep space and the unforgiving ice planet of Tau Volantis. *Dead Space 3* is an International hit having received a 9.0 from Multiplayer.it in Italy, 9.0 from AusGamers in Australia, 8.8 from 3DJuegos.com in Spain and a 9.75 from *Game Informer magazine* in North America. As a result of these four, the game is launching with an average score of 91, and being raved by *Game Informer magazine* who said *Dead Space 3*, "[is] one of the best games of this generation."

Visceral Games also announced today that gamers can extend this brutal adventure in March with *Dead Space™ 3 Awakened*, an all-new digital download pack. In *Dead Space 3 Awakened*, players will experience the franchise's darkest chapters as the Necromorph battles become even more gruesome and terrifying than ever before. The pack will be available in March on the PlayStation®Network and PC via Origin.com for \$9.99 and Xbox LIVE® Marketplace for 800 MS Points.

"With *Dead Space 3* our goal was to evolve the franchise bringing in innovative new features like drop-in/drop-out co-op, weapon crafting, and an engaging atmosphere while still retaining the incredible suspense, horror, action and sound that the series is known for," said Steve Papoutsis, Vice President and General Manager of Visceral Games and Executive Producer on *Dead Space 3*. "Gamers are going to be thrown in and out of space, taken to a violent new ice planet and allowed to explore several different abandoned spaceships and caves. But we're not stopping there. In *Dead Space 3 Awakened*, gamers will experience some of the most disturbing content they have ever seen in a *Dead Space* game — they are going to love it."

Dead Space 3 takes players to the edge of the psyche on a suspense-filled expedition to uncover the secret of the Necromorph infestation and unravel the mystery behind the mysterious Markers. For the first time in the franchise, players can choose to experience this alone or with a friend using the fully integrated drop-in/drop-out co-op feature. In co-op, players take on the role of Sergeant John Carver — a merciless soldier who lost his family to the Necromorph infestation — as they unlock story details, side missions and gameplay mechanics that only he can uncover. *Dead Space 3* also introduces a hostile new planet called Tau Volantis that pits players against deadly, subzero conditions and highly-evolved enemies including new Necromorphs and gigantic boss creatures. Using the all-new weapon crafting system, players can scavenge for parts and build devastating new weapons to defeat any enemies that stand in their way.

Dead Space 3 is now available in North America for the PlayStation®3 computer entertainment system, Xbox 360® video game and entertainment system with Kinect support, and the PC, and will be available February 8 in Europe. The game is rated M for Mature by the ESRB. Follow us on Twitter® at: www.twitter.com/deadspace. Become a fan on Facebook® at www.facebook.com/deadspace. For additional information and news, visit www.deadspace.com. Additional information and assets are available at <http://www.info.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 275 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 www.info.ea.com.

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Electronic Arts Inc.

Melissa Ojeda, 650-628-7870

Sr. Publicist, EA

mojeda@ea.com

Jino Talens, 650-628-9111

PR Manager, EA

jtalens@ea.com

Amanda Taggart, 650-628-2974

PR Director, EA

ataggart@ea.com

Tammy Levine, 650-628-7221

VP of PR, EA

tlevine@ea.com

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