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## EA and Insomniac Games Launch 'Fuse' Digital Demo on May 7

*Destruction Becomes a Team Sport as Four Players go up Against... Everyone*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, Electronic Arts Inc. (NASDAQ: EA) and Insomniac Games announced the release of an action-packed demo for the co-op shooter, **Fuse**.™ The fast-paced demo will be available on Xbox Live® Marketplace and the PlayStation® Network on May 7, allowing players to play online\* cooperatively with up to four players, or in a 2-player split-screen. In the demo, players will take on the role of four elite operatives — Dalton Brooks, Izzy Sinclair, Jacob Kimble and Naya Deveraux. These special agents are out to protect mankind from Fuse, a deadly alien energy source which has been stolen by the rogue paramilitary organization, Raven. Each of the characters delivers a unique gameplay experience, as they have their own individual and unique "Xenotech" weapon and specialized skills. Players will use these abilities as they track down the Fuse source in a snowy secret weapon depot. Developed by the critically-acclaimed independent studio, Insomniac Games, *Fuse* will mark the company's first multiplatform release when it becomes available for PlayStation®3 computer entertainment system and Xbox 360® video game and entertainment system on May 28 in North America and May 31 in Europe.



"When it comes to *Fuse*, the biggest thing we've noticed when sharing it with others for the first time is that playing is believing," said Ted Price, CEO and founder of Insomniac Games. "*Fuse* takes four player co-op in a new direction with features you won't find in other third person shooters: from LEAP where you can jump between each of the four unique agents at will to the experimental Xenotech weapons to the deep RPG-like character progression system. And by the way, all of these features rock for solo players as well. Join us in this brand new universe for a quintessential Insomniac Games experience."

*Fuse* is a co-op action game that allows both co-op and solo players to experience the unique attributes of each operative by using the game's unique LEAP feature. Players can use LEAP to switch between the four Overstrike operatives at-will during combat. Each of the four characters is equipped with unique skills and weapons that are not only necessary for survival, but also create unexpected and extraordinary results. Powered by Fuse, the Xenotech weapons give players unique capabilities to expand their strategic options in combat. Through lethal teamwork, players can combine their weapons for unique kills to earn Fuse points for powerful upgrades. Players can also play online\* or offline and level up along unique character paths, unlocking more powerful Fuse-driven abilities as the game progresses. In addition, the game's progression system is unified between the campaign and wave-based Echelon mode, allowing players to continue improving their operatives regardless of how they play.

Created and developed by Insomniac Games, *Fuse* will be available on May 28 in North America and May 31 in Europe for the Xbox 360 and PlayStation 3. For more information on *Fuse*, please visit [www.fusegame.com](http://www.fusegame.com), and for the latest news visit

[www.facebook.com/fusegame](http://www.facebook.com/fusegame) or follow on Twitter at [www.twitter.com/insomniacgames](http://www.twitter.com/insomniacgames). Press assets are available at [www.info.ea.com](http://www.info.ea.com).

\* Internet connection and Origin account required. Must be 13+ to create an account.

**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 <http://info.ea.com>.

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## **About Insomniac Games**

Insomniac Games is an independent videogames developer that has released award-winning hits exclusively for PlayStation consoles for 19-plus years. In 2009, it announced a partnership with EA Partners to release its first multiplatform game, now called Fuse. The studio has created world-famous game franchises such as Spyro the Dragon, Ratchet & Clank and Resistance, resulting in more than 42 million games sold globally. Insomniac is also known for its collaborative workplace culture, having earned 12 local, regional and national "best places to work" honors since 2004. In January 2009, Insomniac opened a Durham, N.C. studio. Additional information can be found on both Insomniac studio locations at <http://www.insomniacgames.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130503005043/en/>

Electronic Arts Inc.  
Kristiana Suess, 650-628-7229  
PR Coordinator  
[ksuess@ea.com](mailto:ksuess@ea.com)

or  
Melissa Ojeda, 650-628-7870  
Sr. Publicist  
[mojeda@ea.com](mailto:mojeda@ea.com)

or  
Andrew Wong, 650-628-2781  
PR Director  
[anwong@ea.com](mailto:anwong@ea.com)

or  
Tammy Levine, 650-628-7223  
VP of PR  
[tlevine@ea.com](mailto:tlevine@ea.com)

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