



May 28, 2013

EA and Insomniac Games Launch Explosive New Franchise -- Fuse Now Available in Stores

Xbox 360 and PlayStation 3 Gamers Rejoice as Exciting New Action Adventure Introduces Four-Player Co-Op Fun

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Four is better than one when it's four against... everyone. Insomniac Games, makers of the beloved *Ratchet & Clank* and *Resistance* franchises, today announced with Electronic Arts Inc. (NASDAQ: EA) that *Fuse*™ is now available in stores and on Origin™. The first multiplatform release from the award-winning independent developer, *Fuse* is set in a vibrant world driven by dynamic co-op action and innovative high-tech combat. *Fuse* places extra emphasis on player freedom, introducing a new feature, LEAP. This inventive new mechanic allows players to switch between the four characters at-will, delivering on Insomniac's promise to bring something new to the genre and offer a unique approach to gaming with friends.

"In a world of sequels, *Fuse* is the breath of fresh air that gamers have been waiting for. Between our exotic *Fuse* weapons, inventive co-op gameplay and signature dry humor, *Fuse* offers something original for gamers seeking a new adventure at the end of this generation's console cycle," said Ted Price, CEO and Founder of Insomniac Games. "The game is built from the ground up to offer the best four-player co-op experience today. Thanks to our LEAP functionality, players can experience each of our four distinct operatives at-will in combat even if they're not playing with three other friends. With *Fuse*, playing is believing."

In *Fuse*, players are thrust into the shoes of four elite operatives- Dalton Brooks, Izzy Sinclair, Jacob Kimble and Naya Deveraux - as they embark on a mission to take down Raven, a rogue paramilitary organization that has stolen a volatile alien substance. Each covert agent is equipped with unique skills and weapons that are not only necessary for survival, but also help create unexpected and extraordinary results. Xenotech weapons are powered by the alien substance, *Fuse*, giving players otherworldly capabilities that expand their strategic options in and out of combat. Through lethal teamwork, players can complete objectives and combine their Xenotech guns to pull off kills to earn *Fuse* points for powerful upgrades.

Fuse can be played online* with two or three friends or solo, or offline with a friend via split-screen co-op. In any mode, players progress along unique character paths, letting players unlock devastatingly powerful *Fuse*-driven abilities as they level up. In addition, the game's progression system is unified between the campaign and the additional, wave-based Echelon mode, allowing players to continue improving their operatives regardless of how they play.

For more information on *Fuse*, please visit www.fusegame.com, and for the latest news visit <http://www.facebook.com/fusegame> or follow on Twitter at www.twitter.com/insomniacgames. Press assets are available at 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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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.ea.com/news.

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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 18-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 40 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>.

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Source: Electronic Arts Inc.

News Provided by Acquire Media