



February 9, 2016

EA and Coldwood Interactive Launch Unravel Today

Join Yarny On A Journey To Mend A Broken Bond

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) and Coldwood Interactive today launched *Unravel*™ via digital download on [Origin™ for PC](#), Xbox One®, and PlayStation®4. *Unravel* is a unique physics-based puzzle platformer centered around a tiny, endearing character named Yarny. Small in size, but big in heart, Yarny is a positive force in a world filled with life's challenges.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160209005499/en/>



"I wanted to make something more personal, something with more impact. The game didn't have to change the world, or even try, but it had to be genuine, it had to have a deeper meaning. It had to have heart." - Martin Sahlin, Creative Director at Coldwood

Yarny begins tethered to something important at the start of the game and goes on an adventure riddled with challenges, attempting to make it to the end without unraveling. Some challenges are simple, like using Yarny's thread to swing across a gap, or rappel down a tree. But others are more complex, and players will need to use Yarny's thread in clever and creative ways to find the path forward. Along the way, players will unlock a heartfelt story about

EA and Coldwood Interactive Launch Unravel Today (Photo: Business Wire)
love and longing, and the ties that bind, with Yarny as the red thread that runs through it all.

Unravel's stunning environments are inspired by the nature of northern Sweden, where the game was created. The visuals showcase the beauty in the ordinary - getting down on Yarny's eye level helps immerse players in the splendor of even the most common things. The environment is more than simply a backdrop though, with clues and hints about the story entrenched throughout, for the player to uncover. In addition to the landscape, players will experience the game's emotion and story come to life through the original music score. *Unravel's* story is told in very few words so music plays a critical role in setting the atmosphere. Composed entirely by local Swedish musicians, *Unravel's* soundtrack is inspired by local folk music and traditional instruments and beautifully captures the tone of the game's environments.

What makes Yarny's journey and *Unravel's* story unique, is that it isn't there to be told - it's there to be discovered. This allows for a more personal player journey and a deeper connection instilled throughout the game, because ultimately *Unravel* is all about connection - physical and emotional. *Unravel* is a story of love and mending broken bonds; a story of courage and persistence made only more vivid through the perspective of Yarny's small size in a sometimes big and overwhelming world.

Available worldwide on February 9, *Unravel* will capture your imagination, test your cleverness, and steal your heart.

Unravel is developed in Umeå, Sweden by Coldwood Interactive and is available as a digital download for \$19.99 in North America. EA Access and Origin Access members can save 10% when they buy the digital version of *Unravel* on Xbox One and Origin, respectively*. This title has been rated E for everyone by the ESRB.

To join the *Unravel* conversation, please follow us on Twitter® at www.twitter.com/unravel_game, Facebook at www.facebook.com/unravel.game/ and Instagram at www.instagram.com/unravel_game/.

For more information, visit www.unravelgame.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 and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 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, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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Electronic Arts
Melissa Ojeda, 650-628-7870
Manager, Public Relations
mojeda@ea.com

or
Danica Stanczak, 650-628-3722
Publicist
dstanczak@contractor.ea.com

Source: Electronic Arts Inc.

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