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Fan Frenzy Explodes in the Final Days before EA Launches *Dead Space 3*

Thrilling Epic Space Adventure Sees Close to 2M Demo Downloads — A Franchise Record, Just Days before Hitting Store Shelves

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The message boards are on fire and social channels are buzzing. *Dead Space 3* hits retail shelves on Tuesday and already fans are out in full force, demonstrating their excitement for the game. Electronic Arts Inc. (NASDAQ: EA) announced today that the *Dead Space 3* consumer demo is being enjoyed by close to two million players this weekend across Xbox Live® Marketplace and the PlayStation®Network, a double digit increase over *Dead Space 2*. Fans are sharing their enthusiasm for the game across all social channels. Last week alone, EA saw more than 100,000 mentions of the game across social media, and earned close to 90,000 new "likes" on Facebook, bringing the total *Dead Space* community on Facebook to 1.4 million. Retail indicators suggest that pre-sells are ahead of expectations and game critics have also spoken, placing the title on more than 30 "Best of 2013" lists. In all, *Dead Space 3* is in position to become the first big blockbuster of 2013 when it launches this Tuesday.

The *Dead Space 3* demo offers players early, free access to the game that critics worldwide have recognized for incredible craftsmanship in horror, action, suspense and sound design. In the demo, players are plunged into deep space as Isaac Clarke, and his co-op companion Sergeant John Carver, crash land on an unforgiving ice planet teeming with deadly Necromorphs. The demo, like the game, boasts a spine-tingling single-player campaign that can also be experienced with a friend in co-op, and the most sophisticated weapons crafting system of this generation. On the Xbox 360® videogame and entertainment system, players can add voice to the experience and amplify the immersion with Kinect™.

Dead Space 3 launches in North America on February 5 on Xbox 360, PlayStation®3 computer entertainment system and the PC via Origin.com and on February 8 in Europe. Pre-order the PC digital download version of the game on Origin.com and receive the original PC digital version of *Dead Space** at no additional costs. 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>.

* Offer expires on February 5. See [here](#) for more details.

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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