



EA and Grasshopper Manufacture Announce *Shadows of the Damned*

Iconic Japanese Developers Suda51 and Shinji Mikami Take Gamers on a Twisted Journey Through a Demented Underworld

REDWOOD CITY, Calif., Sep 15, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and legendary Japanese developer Grasshopper Manufacture today revealed *Shadows of the Damned*, an all-new psychological action thriller game from executive director Suda51 (director of *No More Heroes*[™]), creative producer Shinji Mikami (director of *Resident Evil*(R)) and music composer Akira Yamaoka (sound director of *Silent Hill*[™]). *Shadows of the Damned* follows a demon hunter deep into a hyper-twisted re-imagining of hell where he must rescue the love of his life by defeating the armies of darkness with the power of the light. *Shadows of the Damned* is scheduled for release in the summer of 2011 on the Xbox 360(R) videogame and entertainment system and PlayStation(R)3 computer entertainment system.

"We are excited to finally take the cover off our latest project and invite gamers from around the globe to experience this new, warped world we have created," said Goichi Suda, CEO of Grasshopper Manufacture. "By partnering with EA, a publisher that truly shares our commitment to quality and innovation, we have been able to develop *Shadows of the Damned* according to our ambitious vision while creating an entertainment property we believe will appeal to a global audience."

"With *Shadows of the Damned*, gamers will fight for love in the most difficult arena imaginable ... hell," said Shinji Mikami, Creative Producer of *Shadows of the Damned*. "Players will find themselves surrounded by demons set on destroying their heart and soul. Only the strong will survive."

In *Shadows of the Damned*, gamers will assume the role of Garcia, a hard-as-nails, leather-clad, motorcycle-riding professional demon hunter who finds his true love kidnapped by vengeance-seeking demons. As he explores the farthest reaches of the netherworld, Garcia battles through hell and back, with danger and turmoil around every corner. Throughout *Shadows of the Damned* gamers will find themselves challenged by demented puzzles and thrust into gruesome battles with vile and deformed creatures that can only come from the darkest recesses of hell. The game features a grotesque, highly stylized art direction that transports players into a grisly world. The entire experience is enveloped with a pulse-pounding musical score by famed videogame music composer Akira Yamaoka, that takes the over-the-top action sequences and intense boss battles that both Suda51 and Mikami are renowned for creating to new heights.

"We are honored to be working with Suda-san and Mikami-san and all of the wonderfully creative minds at Grasshopper. This is one of the most daring and innovative projects in the EA Partners program," said David DeMartini, Senior Vice President and General Manager, EA Partners. "We look forward to launching this game next summer."

For more information on *Shadows of the Damned*, please visit www.shadowsofthedamned.com or follow the development team on Twitter at www.twitter.com/SotD or on Facebook at www.facebook.com/shadowsofthedamned.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA[™], EA SPORTS[™], EA Mobile[™] and POGO[™]. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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SOURCE: Electronic Arts Inc.

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