



## **EA and Warner Bros. Interactive Entertainment Announce Harry Potter and the Deathly Hallows Videogames**

### ***Get Ready to Fight for Your Life***

GUILDFORD, England, Jun 01, 2010 (BUSINESS WIRE) -- Today the EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) and Warner Bros. Interactive Entertainment announced that two *Harry Potter and the Deathly Hallows*<sup>TM</sup> videogames are in development to coincide with the much-anticipated final adventure in the *Harry Potter* film series from Warner Bros. Pictures which will be told in two full-length parts. The *Harry Potter and the Deathly Hallows - Part 1* videogame will be released this autumn on all major gaming platforms.

With all the action taking place outside of Hogwarts for the first time, *Harry Potter and the Deathly Hallows - Part 1* represents a shift in tone for the *Harry Potter* games. On the run with a horde of merciless enemies on their tail, players will find themselves in unknown territory, far from the safety of the school grounds, fighting for survival at every turn.

"The final *Harry Potter* adventure has given us the opportunity to make a darker and more action-oriented game than we have before," says Jonathan Bunney, VP, Head of Production at EA Bright Light. "We believe we are creating a *Harry Potter* game that the HD console gaming generation will appreciate and enjoy. We have built new technology specifically to allow us to prove that magic is a truly potent force and, in this game, players will need to use all their skills if they want to survive."

"We have enjoyed a tremendous partnership with EA in collaborating on the *Harry Potter* videogames," said David Heyman, Producer of the *Harry Potter* films series. "Over the years, the games have grown ever closer to the films in their art direction and in their spirit so it is exciting to know that the *Harry Potter and the Deathly Hallows - Part 1* videogame will capture the action and suspense of the upcoming film."

The *Harry Potter and the Deathly Hallows - Part 1* videogame is packed from start to finish with action and combat. Players will be on the run, fighting for survival on a desperate and dangerous quest to locate and destroy Voldemort's Horcruxes, engaging with Death Eaters and Snatchers in epic battle sequences at every turn. To amplify the action, players will encounter ferocious creatures from the previous films in addition to the adversaries Harry faces in the seventh film. They will need to muster their most powerful magic against relentless assaults from all sides. There are no more lessons, no more training. This time the danger is real. It's time for players to fight for their lives.

A new game engine built specifically to leverage the technology of HD consoles ensures high definition graphics and intense combat gameplay that will immerse players in the action like never before! Under development by EA Bright Light Studio, *Harry Potter and the Deathly Hallows - Part 1* and *Harry Potter and the Deathly Hallows - Part 2* are being developed for the PLAYSTATION(R)3, Xbox 360(TM), Wii(TM), Nintendo DS(TM), Windows PC, and mobile devices.

### **About the *Harry Potter and the Deathly Hallows - Part 1* film**

Part 1 begins as Harry, Ron and Hermione set out on their perilous mission to track down and destroy the secret to Voldemort's immortality and destruction--the Horcruxes. On their own, without the guidance of their professors or the protection of Professor Dumbledore, the three friends must now rely on one another more than ever. But there are Dark Forces in their midst that threaten to tear them apart.

Meanwhile, the wizarding world has become a dangerous place for all enemies of the Dark Lord. The long-feared war has begun and Voldemort's Death Eaters seize control of the Ministry of Magic and even Hogwarts, terrorizing and arresting anyone who might oppose them. But the one prize they still seek is the one most valuable to Voldemort: Harry Potter. The Chosen One has become the hunted one as the Death Eaters search for Harry with orders to bring him to Voldemort...*alive*.

Harry's only hope is to find the Horcruxes before Voldemort finds him. But as he searches for clues, he uncovers an old and almost forgotten tale--the legend of the Deathly Hallows. And if the legend turns out to be true, it could give Voldemort the

ultimate power he seeks.

Little does Harry know that his future has already been decided by his past when, on that fateful day, he became "the Boy Who Lived." No longer just a boy, Harry Potter is drawing ever closer to the task for which he has been preparing since the day he first stepped into Hogwarts: the ultimate battle with Voldemort.

### **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 SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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](http://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>.

### **About Warner Bros. Interactive Entertainment**

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

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