



Epic Games and EA Announce 'Bulletstorm Epic Edition' With Exclusive Early Access to Gears of War 3 Beta

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- People Can Fly, Epic Games, Electronic Arts Inc. (NASDAQ:ERTS) and Microsoft Game Studios today announced the "Epic Edition" of **Bulletstorm**, the highly anticipated new action shooter from the makers of the award-winning *Unreal Tournament* and *Gears of War* series of games. In this unique promotion, Epic Games and EA are blowing out the launch of *Bulletstorm* with access to the public beta for *Gears of War 3*, the spectacular conclusion to one of the most memorable and celebrated sagas in video games. Players that purchase the *Epic Edition* are guaranteed early access to the *Gears of War 3* beta*. Pre-order now to reserve a copy of the *Epic Edition* which will be available on Feb. 22, 2011 for MSRP \$59.99, only for the Xbox 360® video game and entertainment system, while supplies last.

"Epic is poised to break new ground in 2011 with *Gears of War 3* and *Bulletstorm*," said Dr. Michael Capps, president of Epic Games. "With these two highly anticipated triple-A experiences comes a unique opportunity to do something to really excite players, and that's what we intend to accomplish with the support of Microsoft Game Studios and EA. This is for the shooter fans."

In addition to access to the beta, the *Epic Edition* gives players bonus in-game *Bulletstorm* content when playing online, including 25,000 experience points, visual upgrades for their iconic leash, deadly Peace Maker Carbine, boots and armor. With this unique gear, gamers can kill with skill in style. *Bulletstorm*'s insane Anarchy four-player online cooperative mode takes full advantage of the game's unique skillshot gameplay and unlock/upgrade weapon system to deliver the best possible multiplayer experience within the *Bulletstorm* world. The combination of *Bulletstorm*'s multiplayer gameplay and skillshot system creates a frantic and frenzied experience setting itself apart from the multiplayer experiences in traditional shooter games.

Poised to be one of next year's most anticipated original games, *Bulletstorm* will be available for Xbox 360, PlayStation®3 computer entertainment system and PC on Feb. 22, 2011 in North America and Feb. 25, 2011 in Europe. For more information on *Bulletstorm*, please visit www.bulletstorm.com and www.facebook.com/bulletstorm or follow us on Twitter at www.twitter.com/bulletstorm.

* Conditions and restrictions apply. See back of pack for details if and when available.

About People Can Fly

People Can Fly, an Epic Games studio, creates visually and technically superior action games for PC and console entertainment systems. Founded in 2002 and based in Warsaw, Poland, People Can Fly is developing "Bulletstorm," an original, Unreal Engine 3-powered onslaught of 'kill with skill' gameplay and blockbuster moments to be released in 2011 by Electronic Arts. People Can Fly made its mark on the shooter genre with its award-winning "Painkiller" series of games for PC and Xbox prior to shipping Epic's "Gears of War" for PC. Additional information about People Can Fly can be found at www.peoplecanfly.com.

About Epic Games

Founded in 1991 and based in Cary, N.C., Epic Games develops cutting-edge games and cross-platform game engine technology. Epic's "Gears of War" series has sold more than 12 million copies and won more than 50 Game of the Year awards. Epic's Unreal Engine 3 is the four-time winner and Hall of Fame inductee for Game Developer's Best Engine Front Line Award. Unreal Engine 3 has also won three consecutive Develop Industry Excellence Awards, and consequently Develop magazine has dubbed it the number one game engine. Visit www.epicgames.com and www.unrealtechnology.com.

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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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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