



## Epic Games and EA's *Bulletstorm* Rains Down on 2.22.11

### *People Can Fly* Delivers "Kill with Skill" Gunplay in New Over-the-Top Shooter

LOS ANGELES, Jun 14, 2010 (BUSINESS WIRE) -- Epic Games, People Can Fly and Electronic Arts Inc. (NASDAQ:ERTS) today revealed the ship date for *Bulletstorm*, a hot new original property that has already topped many 'Most Anticipated' lists at the Electronic Entertainment Expo (E3) 2010. Set to release on February 22, 2011, *Bulletstorm* is a blood symphony that combines outrageous gunplay with unique kick, slide and leash mechanics. Players learn to 'kill with skill' as they slaughter waves of mutated enemies to rack up points and unlock weapons. *Bulletstorm* will be playable at E3 in EA's booth South Hall #1601.

Set in a futuristic utopia, an elite peacekeeping force thwarts the rumblings of civil war. But deception within the ranks has caused two members of the most feared unit, Dead Echo, to strike out on their own. Now, washed-up mercenaries, Grayson Hunt and Ishi Sato, are stranded on the abandoned paradise planet of Stygia surrounded by hordes of mutants and flesh-eating gangs. They survive on two objectives: get off the planet alive and exact revenge on the man who sent them there.

Taking on the role of Gray, players perform over-the-top combat moves with some of the most uniquely innovative weapons ever seen in a first-person shooter. Every enemy presents a new opportunity for stylish and ever increasingly bloody ways to take them down. The game's signature 'skillshot' system guarantees unprecedented levels of frenetic gameplay rewarding players for inciting mayhem in the most creative way possible. The more insane the skillshot, the more points players collect to upgrade and unlock weapons, which in turn allows them to execute even more inventive moves and exaggerated skillshots.

Developed by Epic Games and People Can Fly, the teams behind the award-winning *Gears of War*, *Unreal* and *Painkiller* series of game, *Bulletstorm* will be available for the Xbox 360(R) video game and entertainment system, the PlayStation(R)3 computer entertainment system and PC. For more information on *Bulletstorm*, please visit [www.bulletstorm.com](http://www.bulletstorm.com) and [www.facebook.com/bulletstorm](http://www.facebook.com/bulletstorm) or follow us on Twitter at [www.twitter.com/bulletstorm](http://www.twitter.com/bulletstorm).

### 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](http://www.peoplecanfly.com).

### About Epic Games

Epic Games, Inc., based in Cary, NC and established in 1991, develops cutting-edge games and cross-platform game engine technology. The company has created multiple million-selling, award-winning titles in its "Unreal" series, including "Unreal Tournament 3" for PC, PLAYSTATION(R)3 and Xbox 360(R). Epic's "Gears of War" won over 30 Game of the Year awards, and the sales of "Gears of War" and "Gears of War 2" have eclipsed 12 million units. Epic's Unreal Engine 3 is the four-time winner of Game Developer magazine's Best Engine Front Line Award and Hall of Fame inductee. Unreal Engine 3 has also been recognized as the number one game engine by Develop magazine. Additional information about Epic can be obtained through the Epic Games Web site at [www.epicgames.com](http://www.epicgames.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 \$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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6327125&lang=en>

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