



## EA Announces Next Lineup of Mobile Games to Keep You Entertained This Holiday Season

### Need for Speed Undercover and Tomb Raider: Underworld Headline Essential Mobile Phone Games Available this Season

LOS ANGELES, Dec 03, 2008 (BUSINESS WIRE) --

EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of five new games for mobile phones and one for the iPod(TM). EA Mobile games will keep its customers entertained while waiting in lines at the mall or while traveling to see the family this holiday season with engaging mobile game experiences. *Need for Speed(TM) Undercover* and *Tomb Raider: Underworld(TM)* offer action packed adventure, while *MySims(TM)*, *SimCity(TM) Metropolis*, and *THE GAME OF LIFE* offer something for the more casual player.

"As we head into the holiday season, our customers will enjoy great gaming experiences created for mobile with titles such as *Need for Speed Undercover*," said Adam Sussman, VP Publishing Americas and Asia for EA Mobile. "As the global leader in mobile games publishing, we're proud to continue creating quality games based on popular EA franchises."

#### ***Need for Speed Undercover***

Chase or be chased in *Need for Speed Undercover*. The cops are back like never before in this action-packed game of pursuit and betrayal. Battle ruthless street racers out to win at any cost. Earn respect and fill your garage with the world's fastest cars. Reach the finish line first in circuit races. Bust up the city in bounty challenges. Show your skills for a shot at top drivers. Choose between Career or Quick Race mode. You're the hunter and the hunted in *Need for Speed Undercover*.

#### ***Tomb Raider: Underworld***

Join Lara Croft(TM) in a mythical journey, as she embarks on her most treacherous adventure yet. Discover an ancient world of cryptic puzzles, hidden tombs and deadly enemies as you explore the wonders of the underworld. Based on the hit console game, *Tomb Raider: Underworld* brings you an action packed adventure of epic proportions. Master your surroundings using acrobatic abilities and deadly combat skills to help Lara reach new heights. Can you unravel the mysteries that await her?

#### ***MySims***

The adventure never ends with *MySims*! Help the townspeople rebuild after a devastating storm. Play the hero as you explore mysterious lands and face puzzling challenges on your quest for powerful gems. Dare to skydive for valuable rewards, paraglide across a gaping canyon, and even fish for bloodthirsty piranha. Customize the appearance of your Sim from head to toe. Choose between Story Mode or hone your skills in Activities. You never know who - or what - you'll find on your journey through *MySims*.

#### ***SimCity Metropolis***

Build your legacy with *SimCity Metropolis*. Handpicked by the President, your task is to shape a new town into the city of your dreams! Build the right combination of comfortable residences, successful industries, and popular businesses to keep Sims happy. Solve each neighborhood's humorous scenario to expand your city and earn Hero Buildings. Act fast to take advantage of opportunities and overcome disasters. Simplified controls help you turn a small town into a flourishing *SimCity Metropolis*.

#### ***THE GAME OF LIFE***

Make it big in *THE GAME OF LIFE*! Experience the popular board game on your phone. Go to college for a chance to make the big bucks. Start a career and get rich quick. Get married. Have a couple kids. Buy the big house with the huge mortgage. Spin the wheel with skill and you might come out ahead. Strategy and luck will decide if you retire to lofty Millionaire Estates or lowly

Countryside Acres. Where will THE GAME OF LIFE take you?

*Need for Speed Undercover*, *Tomb Raider: Underworld*, *MySims*, *SimCity Metropolis*, and *THE GAME OF LIFE* are currently available for purchase globally. For information on carrier availability and pricing for all EA Mobile games, please visit [www.eamobile.com](http://www.eamobile.com).

#### **About EA Mobile**

EA Mobile(TM), a division of EA's Casual Entertainment Label, is the world's leading wireless entertainment publisher with award-winning games such as *Tetris*(R), *Bejeweled*(R), *The Sims*(TM), and *Need For Speed*(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com).

#### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. 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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