



## Creative Minx Marketing Announces Licensing Representation for Electronic Arts

LOS ANGELES, May 13, 2009 (BUSINESS WIRE) -- Creative Minx Marketing today announced that it will represent Electronic Arts Inc. (NASDAQ:ERTS) for outbound licensing opportunities for several of EA's key franchises. Creative Minx will create brand extensions through merchandising across multiple categories, such as collectibles, peripherals, apparel, and accessories for blockbuster franchises like *The Sims*(TM), *MySims*(TM), *Dead Space*(TM), *Mass Effect*(TM) 2, *Dragon Age* (TM), *Dante's Inferno*(TM) and *Army of Two*(TM).

"Creative Minx is proud to be working with EA, and to be able to represent such a strong portfolio of highly-recognizable gaming titles," Andi Riordan-Scott, President of Creative Minx Marketing. "We look forward to building successful merchandising franchises across multiple categories and distribution channels for EA's top brands and leveraging the awareness of its strong consumer base."

"EA is pleased to work with Creative Minx Marketing in order to build additional awareness and brand extensions across several of our entertainment properties," said Patrick O' Brien, VP of EA Entertainment. "We selected Creative Minx for its deep experience and long-term relationships throughout the licensing industry, as well as its proven track record of being able to create and maintain merchandising franchises for interactive brands."

### About Creative Minx Marketing

**Creative Minx Marketing** is a full service licensing and marketing agency with 20 years of experience, specializing in acquisition of major licenses, strategic brand building, target marketing programs, and promotional opportunities. Services include licensing consulting, business development, strategic market analysis, and retail development and planning. Expertise includes research, evaluation, negotiation and acquisition of entertainment, interactive gaming, branded, sports, corporate, fashion, teen and children's licenses. Development of fully integrated licensed program management, creation of marketing strategies, and implementation of licensed merchandising programs and advertising campaigns. [www.Creativeminx.com](http://www.Creativeminx.com)

### About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, 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 SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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>.

EA, EA SPORTS, EA SPORTS Freestyle, POGO, The Sims, MySims, Dead Space, Dante's Inferno and Army of Two are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Mass Effect and Dragon Age are trademarks or registered trademarks of EA International (Studio and Publishing) Ltd. in the U.S. and/or other countries.

SOURCE: Electronic Arts Inc.

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