



EA Joins Forces With Realtime Worlds for All Points Bulletin(TM)

Highly Anticipated Persistent Online Multiplayer Game Coming to PC in Early 2010

REDWOOD CITY, Calif., Jun 01, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Realtime Worlds, Inc. announced today that they have entered an exclusive marketing and distribution agreement for North America and Europe that will bring the highly-anticipated **All Points Bulletin(TM)** (APB) to PC in early 2010. Founded by industry veteran David Jones, creator of *Lemmings*, *Grand Theft Auto 1&2* and *Crackdown*, Realtime Worlds' latest project takes the universal theme of Criminals and Enforcement and brings it to a persistent, open world multiplayer setting in a modern, crime-ridden city.

"After a few years of quietly working on APB I'm extremely excited to be able to show it publically for the first time," said David Jones, Founder and Creative Director of Realtime Worlds. "To also be able to announce our marketing and distribution agreement with EA Partners at the same time is the cream on top. It's very evident that EA Partners are clearly in-sync with our vision for APB and between us we aim to ensure gamers understand why it's unique, and share our excitement."

"Throughout his career David Jones has continually forged new creative paths in interactive entertainment," said David DeMartini, Senior Vice President and General Manager, EA Partners. "David and the team at Realtime Worlds are set to do it once again with APB. We are thrilled to have the opportunity to partner with them in introducing online persistence to 3rd person, open-world action games and defining a new category within the genre."

APB is a new breed of online game, set in a persistent living, breathing open-world urban environment where fame and fortune awaits all players. Some players will achieve this by feeding on the city, its people and its businesses...the Criminals. Some will live by a higher code and instead feed on the criminals and their organizations...the Enforcers. This dynamic where players become the core content for other players is one of the many unique features of APB. Its deep, rich customization system provides players with the ability to completely personalize their identity. Looks, clothing, vehicles and even music, all to astonishing detail and quality.

To download the debut trailer for APB, as well as new screens and artwork, please visit <http://info.ea.com>.

For more information on APB please visit <http://www.apb.com/>.

About Realtime Worlds

Founded in 2002 by Creative Director David Jones alongside gaming industry veterans Ian Hetherington and Tony Harman, [Realtime Worlds](http://www.realtimeworlds.com) is one of the largest and most successful independent game developers in the world. With an exceptionally talented staff of more than 230, the company's experienced teams have a tremendous history of creating some of the world's bestselling video games, including the global hit franchises "Lemmings" and "Grand Theft Auto." Realtime Worlds' first game, *Crackdown*, launched exclusively on Xbox 360 in early 2007, and won multiple awards including BAFTA and Develop Industry Excellence awards on the way to sales of 1.5 million copies. For more information on Realtime Worlds, visit www.realtimeworlds.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: EATM, EA SPORTSTM, EA MobileTM and POGOTM. 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. 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 Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other

countries. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts

Devin Bennett, 650-628-7127

devinb@ea.com

Andrew Wong, 650-628-8271

anwong@ea.com

Tammy Schachter, 650-628-7223

tschachter@ea.com

Copyright Business Wire 2009