



EA and Dr Pepper to Create Unrivaled Gaming Experience with Exclusive Premium Downloadable Content

The Sims 3 Will Be First Game in Multi-Title Relationship

REDWOOD CITY, Calif. & PLANO, Texas, Jun 25, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Dr Pepper today announced that the companies have entered a multimillion-dollar marketing agreement that brings original content to Dr Pepper consumers via EA's blockbuster portfolio of games. Gaming fans may have access to exclusive premium content on select EA titles throughout 2010 with codes found on more than 500 million Dr Pepper products.

"We're proud to partner with an innovative marketing company like Dr Pepper that has such a rich heritage," said Elizabeth Harz, Senior Vice president of Global Media Sales for Electronic Arts. "EA is always looking for new ways to reach its fans, and by aligning with Dr Pepper, we're able to offer consumers premium content that enhances the gaming experience."

"The first-of-its-kind partnership with EA will give Dr Pepper fans an unrivaled experience by adding exclusive value to their games such as new levels and items," said Tony Jacobs, Vice President of Marketing for Dr Pepper. "EA is the only media company that could reach our target audience with the breadth and depth of titles for gamers on any gaming platform."

Gamers will experience many facets of this campaign ranging from co-branded retail initiatives to unique gameplay enhancing items for many of the popular 2010 titles and only available to Dr Pepper fans. *The Sims*(TM) 3 is the first title to participate in this campaign beginning early next year and will allow gamers to experience a variety of original content. For example, codes from specially marked Dr Pepper packages will unlock exclusive premium downloadable content that may include one-of-a-kind beach party items or all the elements of a perfect fall tailgating party.

"*The Sims* team is particularly excited about this offering because the Dr Pepper team shares our passion for introducing its brand to our player community in ways that will add to the players' experience," said Steve Seabolt, Vice President of Global Brand Development for *The Sims*. "This will include exclusive downloadable content available via our TheSims3.com community site. We have huge confidence that this 'opt-in value add' will have our players thinking very kindly of the Dr Pepper brand."

Additional details of the relationship will be announced in the future.

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>.

About Dr Pepper

Dr Pepper, a brand of Dr Pepper Snapple Group (NYSE:DPS), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free and Cherry varieties. DPS is a leading producer of flavored soft drinks, marketing Dr Pepper and 50-plus other beverage brands across North America and the Caribbean. For more information on Dr Pepper, visit www.drpepper.com or at www.drpeppersnapple.com.

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