



## **EA Mobile Takes You to the Movies in 2009!**

### ***Popular Summer Movie Properties Coming to EA Mobile: Harry Potter and the Half-Blood Prince, G.I. JOE The Rise of Cobra, Star Trek, and X-Men Origins: Wolverine***

LOS ANGELES, Jun 25, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that it is bringing Hollywood to mobile phones everywhere in 2009 with the launch of four new, movie-based titles: *Harry Potter and the Half-Blood Prince(TM)*, *G.I. JOE(TM) The Rise of Cobra(TM)*, *Star Trek(R)* and *X-Men Origins: Wolverine(TM)*. Each title from EA Mobile will give fans the chance to extend their movie experience by stepping into the shoes of their favorite characters from the big screen for all new action and adventures on a mobile device. Whether battling against Death Eaters as Harry Potter, facing off against Cobra Commander as a G.I. JOE operative, taking on hordes of Klingons aboard the USS Enterprise starship, or slashing through enemies with Wolverine's adamantium claws, movie fans are sure to enjoy EA Mobile's action-packed roster of mobile games.

"There are a lot of great movies this summer that translate into exciting mobile entertainment experiences, including these phenomenally popular franchises," said Adam Sussman, VP Worldwide Publishing, EA Mobile. "These are four of the hottest films this year, and EA Mobile is proud to bring fantastic game companions of each title to mobile phones."

#### ***Harry Potter and the Half-Blood Prince***

Experience the magic of Harry Potter in this exciting new mobile game for feature phones based on the latest installment of one of the most popular movie franchises of all time. *Harry Potter and the Half-Blood Prince* delivers all the fun of the movie via varied, action-packed gameplay in the authentic and interactive setting of Hogwarts(TM) School of Witchcraft and Wizardry. Join Harry, Ron and Hermione as they explore the school grounds, interact with popular characters, and battle Dark Forces in an all-new free roaming environment.

#### ***G.I. JOE The Rise of Cobra***

Developed under license from Hasbro, Inc. and based on the blockbuster movie due out on August 7<sup>th</sup>, *G.I. JOE The Rise of Cobra* for feature phones gives players the chance to join Conrad R. "Duke" Hauser, Shana "Scarlett" O'Hare, and Wallace "Rip Cord" Weems in the events that take place directly after the movie's conclusion. Face off against Cobra Commander's toughest villains including Storm Shadow, Destro, and Cobra Commander using the very latest technology and vehicles at your disposal in this frenetic side scrolling action game inspired by the famous action figures.

#### ***Star Trek***

Become the captain of the USS Enterprise and fight against the Klingons, Cardassians and Vulcans in an all new space adventure based on the world famous Star Trek franchise. The game is available now on feature phones and iPhone, to coincide with the release of the latest movie directed by J.J. Abrams. The *Star Trek* mobile game pits players against enemies from all over the galaxy in a number of diverse and exciting gameplay scenarios that are guaranteed to keep you coming back for more.

#### ***X-Men Origins: Wolverine***

Take on the role of one of Marvel's most popular X-Men as he attempts to discover the secrets of his past in this all new mobile game based on the Hollywood blockbuster starring Hugh Jackman. Players must use all the weapons at their disposal and battle through hordes of enemy mutants on the journey to discover Wolverine's origins in an action-packed mobile gaming experience on feature phones.

*Star Trek* is now available on feature phones and iPhone; *X-Men Origins: Wolverine* is now available on feature phones; and *Harry Potter and the Half-Blood Prince* and *G.I. JOE The Rise of Cobra* will both be available on feature phones in July.

For information on pricing for all EA Mobile games, visit [www.eamobile.com](http://www.eamobile.com). To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>.

### **About EA Mobile**

EA Mobile(TM), 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*, *EA SPORTS FIFA Soccer* and *Tiger Woods PGA TOUR*. 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 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(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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>.

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