



EA to Showcase Top Titles at gamescom

Games for All Platforms and Tastes on Show for Consumers and Trade in Cologne, Germany from 19th - 23rd of August

COLOGNE, Germany, Aug 14, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced its product line up for gamescom, Europe's biggest consumer and trade fair for interactive entertainment. Visitors will have a chance to play some of EA's best loved blockbusters, as well as a selection of hot new properties coming this year. EA's portfolio offers fun interactive game play for audiences of all ages and with diverse tastes.

"Visitors at gamescom will be blown away by the incredible breadth and quality of EA's titles," said Jens Uwe Intat, Senior Vice President and General Manager for EA European Publishing. "From core gaming experiences for seasoned players, to sports games, to casual, online or mobile, there will be something new for everyone to discover and enjoy."

EA at gamescom

Tuesday, August 18th at 4:30pm

EA press briefing the Palladium, Schanzenstraße 36, Gebäude 197, 51063 Cologne. A live stream of the press conference will be available at <http://ea.com/gamescom>.

Wednesday, August 19th from 9-10am

Booth open to media and industry partners in Hall 6 / A-71, C-70. Short presentation, privileged access to gameplay, and opportunity to meet with EA's leading creative talent.

August 19th-23rd

EA booth: Hall 6.1

Games include: *Battlefield: Bad Company(TM) 2*, *Brütal Legend(TM)*, *Dante's Inferno(TM)*, *Dead Space(TM): Extraction*, *Dragon Age(TM): Origins*, *FIGHT NIGHT Round 4*, *FIFA 10*, *FIFA Manager10*, *GI JOE(TM) The Rise of the Cobra (TM)*, *HASBRO FAMILY GAME NIGHT 2*, *LITTLEST PET SHOP(TM) Beach Friends*, *LITTLEST PET SHOP City Friends*, *LITTLEST PET SHOP Country Friends*, *Mass Effect(TM) 2*, *MySims(TM) Agents*, *NBA Live 10*, *Need For Speed(TM) Nitro*, *Need For Speed Shift*, *NHL(R) 10*, *SimAnimals(TM) Africa*, *The Sims(TM) 3*, *Spore(TM) Hero*, *Spore Hero Arena*, *Tiger Woods PGA TOUR(R) 10*.

EA Mobile

Feature phone: *Bubble Bobble Evolution*, *Command & Conquer(TM) Red Alert(TM)*, *FIFA 10*, *GI JOE*, *Need for Speed Shift*

iPhone(TM): *GAME OF LIFE*, *MONOPOLY Classic*, *Tetris(R)*, *TRIVIAL PURSUIT*, *The Sims 3*

August 19th-23rd

Behind closed door game demonstrations in EA's business lounge, Hall 5.1. Open to media only

Sessions include:

All Points Bulletin, Army of Two(TM): The 40th Day, Battlefield: Bad Company 2, Brütal Legend, Command & Conquer 4 (working title), Dante's Inferno, Dead Space Extraction, Dragon Age: Origins, EA SPORTS Active(TM): Personal Trainer, FIFA 10, FIFA Manager 10, HASBRO FAMILY GAME NIGHT 2, Mass Effect 2, Need for Speed Nitro, Need for Speed Shift, NHL 10, Rage, RockBand(TM): The Beatles, The Sims 3(TM) World Adventures, MySims(TM) Agents, The Saboteur(TM), Tiger Woods PGA TOUR Online.

The first ever live public demo of BioWare and LucasArts' *Star Wars(R): The Old Republic(TM)* will be viewable in the theatre at Hall 6.1 / B-066, A-061.

Warhammer(R) Online: Age of Reckoning(R) is featured at the GOA Booth Hall 9.1 / Aisle A n° 041 and Aisle B n° 040.

More information, screenshots and fact sheets at: info.ea.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™, EA SPORTS™, EA Mobile™ 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. 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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SOURCE: Electronic Arts Inc.

EA Corporate Communications
Bettina Munn, +41 22 316 1327
bmunn@ea.com
Tiffany Steckler, +41 22 316 1322
tsteckler@europe.ea.com

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