



EA Mobile and id Software Launch Wolfenstein RPG on the App Store

New Take on Popular World War II Game Now Available for iPhone and iPod touch

LOS ANGELES, Aug 14, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of *Wolfenstein RPG*(TM), a new take on the classic game originally created by id(TM) Software, on the App StoreSM. *Wolfenstein RPG* for iPhone(TM) and iPod(R) touch, developed exclusively for EA, is a turn-based role playing action game where players battle Axis soldiers, navigate through mysterious underground tunnels, and battle a horde of monsters to take down the Axis' diabolical Paranormal Division.

"Working on mobile platforms has allowed us to rapidly evolve our games -- *Wolfenstein RPG* is the fourth generation of our turn-based titles under EA Mobile, and all the experience and lessons from our award winning *DOOM RPG* and *Orcs & Elves* (TM) games are distilled in it," said John Carmack, founder and technical director at id Software. "The App Store version is dramatically better than on any other platform, with by an order of magnitude more media in high resolution graphics and audio, all rendered fast and smooth with hardware OpenGL graphics acceleration."

In *Wolfenstein RPG*, players can save the world as Sergeant B.J. Blazkowicz, leader of an elite U.S. fighting unit, who is imprisoned by the evil Axis Army and must annihilate enemies in 9 action-packed levels. Utilizing the innovative Multi-Touch user interface of iPhone and iPod touch, players tap to pick up weapons to hit, kick, dynamite and destroy super soldiers, zombies and the shadowy Harbinger of Doom; swipe to control fighting and walking motions; and use the accelerometer to propel the sniper rifle into action. Discover objects and books to affect existing capabilities and concoct mysterious syringes to improve B.J.'s performance skills. Strategize carefully to be triumphant against the Axis' diabolical Paranormal Division!

"Both the *DOOM RPG* and *Orcs & Elves* franchises created by id Software were critically-acclaimed titles and fans will experience the same level of enjoyment with EA Mobile's *Wolfenstein RPG*," said Adam Sussman, VP Worldwide Publishing for EA Mobile. "With this RPG take on the game, fans of *Wolfenstein* now have a chance to battle the Axis Army in a new way."

Wolfenstein RPG is available globally on the App Store for iPhone and iPod touch or at <http://www.itunes.com/appstore>, or by visiting www.eamobile.com. For information on carrier availability and pricing for all EA Mobile games, please visit www.eamobile.com.

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, FIFA Soccer and NASCAR(R). 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.

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 SPORTSTM, EATM, EA SPORTS, 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 id Software

id(TM) - defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991. From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as Wolfenstein, DOOM, QUAKE and Enemy Territory have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com

EA, EA SPORTS, EA Mobile, POGO, Need for Speed and The Sims are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. John Madden, NFL, FIFA, Tiger Woods and PGA TOUR are the property of their respective owners and used with permission. Tetris is a registered trademark of Tetris Holding, LLC. Bejeweled is a registered trademark of PopCap Games, Inc. MONOPOLY, YAHTZEE and SCRABBLE (in the United States and Canada) are trademarks of Hasbro and are used with permission. Wolfenstein, Wolfenstein RPG, Orcs & Elves, DOOM, DOOM RPG and idare trademarks or registered trademarks of id Software, Inc. Apple is a registered trademark, and iPhone and iPod are trademarks of Apple, Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Sparkpr for EA Mobile
Matt Marquess, 415-321-1874
matt@sparkpr.com

or
EA PR
Trudy Muller, 650-628-2926
tmuller@ea.com

Copyright Business Wire 2009