



EA Mobile Launches Major Franchises on BlackBerry App World

Global Blockbusters Including: Tetris, Bejeweled, Need For Speed and The Sims 3 Now Available For BlackBerry Smartphones

LOS ANGELES, Aug 21, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced eight new titles available on BlackBerry App World(TM) including globally renowned mobile titles: *Bejeweled(R)*, *Need for Speed(TM) Undercover*, *RISK*, *SCRABBLE* (in the US and Canada only), *Tetris(R)*, *Tetris Mania*, *The Sims(TM) 3*, and *Tiger Woods PGA TOUR(R)*.

"We are excited to bring some of EA Mobile's most popular franchises to the BlackBerry App World where BlackBerry customers can easily download them from one location," said Adam Sussman, VP Worldwide Publishing for EA Mobile. "We look for the BlackBerry App World to become an important channel for EA Mobile, providing convenient access of our great games to BlackBerry customers everywhere."

"Gaming on BlackBerry smartphones continues to grow in popularity. EA Mobile has optimized some terrific games for the BlackBerry platform and users will be thrilled to have these new titles available on BlackBerry App World," said Tyler Lessard, Vice President, Global Alliances and Developer Relations at Research In Motion.

For information on pricing for all EA Mobile games, visit www.eamobile.com. To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>. To download BlackBerry App World to your BlackBerry smartphone, visit: www.blackberry.com/appworld.

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.

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. 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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