



EA Mobile Releases Four New Games From Hard Core to Casual on the App Store

CLUE, THE GAME OF LIFE, SNOOD and Mass Effect Galaxy Now Available on iPhone and iPod touch

LOS ANGELES, Aug 25, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced four new titles available on the App StoreSM: *CLUE, THE GAME OF LIFE, SNOOD(R)*, and the epic sci-fi fantasy *Mass Effect Galaxy(TM)*. EA Mobile continues to create a variety of high-quality titles giving players the option to choose from a wide array of games that can be enjoyed on the iPhone(TM) and iPod(R) touch.

"EA Mobile continues to release great branded games for the iPhone and iPod touch offering our customers a wide selection of titles," said Travis Boatman, Vice President of Worldwide Studios, EA Mobile. "Adding these four titles to our App Store offering gives iPhone users even more reasons to play EA Mobile games."

CLUE

Be the first to crack the case in *CLUE* for iPhone and iPod touch. The classic Hasbro board game you know and love is back with a stunning new look and feel. Was it the vixen Scarlet in the Dining Room with a Candlestick, or the charmer Green in the Kitchen with Poison? As an aspiring journalist, your assignment is to uncover clues to solve the mysterious murder of millionaire, Mr. Boddy. After the scandal rocks this hillside mansion, you set out to question the guests-turned-suspects and investigate rooms brimming with special effects. Answer the telltale questions of "Who?", "How?", and "Where?" to solve the case.

THE GAME OF LIFE

Explore endless possibilities as you navigate your life in *THE GAME OF LIFE*. Choose to play it safe with sensible choices like college, marriage and kids, or take a risky route with high stake investments and lavish luxuries. Enjoy the ease of innovative touch screen controls to make choices and spin the iconic wheel, and the scenery of a fully 3D game board world. Gain tiles worth undisclosed millions when you land on "Life Spaces," or collect the most "Share The Wealth" cards, all to stay ahead of the competition and get rich! With *THE GAME OF LIFE* players enjoy Pass 'N Play with up to three friends and endless hours of game play to re-create a new life each time they play!

SNOOD

Monkey Gods announces the availability of one of the most popular casual games of all time, *SNOOD*, for the iPhone and iPod touch. Players also can connect to their *SNOOD* Facebook game and play their favorite puzzle games with more friends in even more places. And if that isn't enough, players can play the original *SNOOD* style or the updated *SNOOD* style, meet new *SNOOD* characters, enjoy additional game modes and levels, and earn sweet rewards for tricky launch. This fiendishly fun and simple game is easy to learn, challenging to master, and incredibly addictive.

Mass Effect Galaxy

BioWare's award-winning *Mass Effect* franchise expanded this year with the release of *Mass Effect Galaxy* on the iPhone and iPod Touch for the first time. Recognized for its iconic hero, interstellar action and many plot twists, *Mass Effect* was one of the most critically acclaimed games of 2008. *Mass Effect Galaxy* introduces an in-game animated graphic novel that reveals cool insider information about two of the main characters, both of whom will appear in the upcoming *Mass Effect 2* game set to release in 2010 for PC and Xbox 360. In *Mass Effect Galaxy*, players step into the role of Jacob Taylor, a super-powered biotic soldier on a quest to save the galaxy from alien terrorists. The new combat and narrative wheel interface in *Mass Effect Galaxy* expertly equip players to defeat the enemies and maintain a delicate balance of power between man and alien. Using its signature tilt controls, players tactically assess a room and dodge incoming fire without any visual impediment. With action on-the-go, anyone can be the next *Mass Effect* hero!

CLUE, THE GAME OF LIFE, SNOOD and Mass Effect Galaxy are currently available on the App Store for iPhone and iPod touch, or at www.itunes.com/appstore. For information on pricing for all EA Mobile games, visit 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.

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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