



EA Announces SKATE 3

Skateboarding Just Became the Ultimate Team Experience

VANCOUVER, British Columbia, Sep 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today revealed the next title in the company's landmark skateboarding franchise: *SKATE™ 3*, and confirmed that it will ship in May 2010. *SKATE 3* breaks new ground by taking all of the camaraderie and competitive excitement of real-life skateboarding and brings it to the hands of gamers. Whether online or offline, players can now team up to build the ultimate skate crew in the definitive skateboarding co-op experience. In *SKATE 3*, players take part in team-based challenges, compete against rival crews and leave their mark on the all-new skater's paradise, Port Carverton.

"The social and community aspects of the *SKATE* franchise are something we've always embraced, but we've never done anything to the scale you're going to see in *SKATE 3*," said Senior Producer, Jason DeLong. "We're giving gamers a very unique experience by providing them with the tools they need to build their ultimate team or to create a team comprised entirely of their online friends. From there, it's all about proving yourself - teaming up, and throwing down."

Players who pre-order *SKATE 3* get an unlock code that gives them exclusive access to the iconic Black Box Distribution Skate Park, home turf of Zero, Mystery, and Fallen skate teams. Black Box Distribution was founded in 2000 by Jamie Thomas, and houses and distributes some of skateboarding's biggest selling brands. Pre-orders are available now at <http://skate.ea.com> or at participating retailers nationwide.

SKATE 3 features an all-new co-op mode where teammates can complete challenges together while advancing each other's careers. From rewarding epic bails and fails with a beefed up Hall of Meat mode to honing your craft with the all-new skate.School, players of all skill levels have multiple ways to "kill it" in the game. The franchise also continues to raise the bar for user created content with the skate.Create feature suite, an innovative toolset that empowers gamers to truly express their skate style by creating their own graphics, videos, and skate parks.

SKATE 3 is being developed by Black Box, an Electronic Arts studio. *SKATE 3* will be released on PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system in May 2010. More information can be found at <http://skate.ea.com> or follow us on Twitter at Hippyjump. Press can download assets at <http://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>.

EA, EA SPORTS, EA Mobile, POGO and SKATE are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All rights reserved. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6049893&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Shirley Chu, 604-456-3994
Publicist

schu2@ea.com

Peter Nguyen, 650-628-3607
PR Director

pnguyen@ea.com

Tammy Schachter, 650-628-7223
Sr. PR Director

tschachter@ea.com

Copyright Business Wire 2009