



## **EA Mobile Signs Distribution Deal with Namco Bandai Networks Europe**

### ***Video game classics and hot new titles to become available to new audiences***

LONDON, Sep 22, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Namco Bandai Networks Europe today announced they have signed a distribution agreement granting EA Mobile(TM), a division of Electronic Arts Inc., rights to publish existing and upcoming Namco Bandai titles across Europe, Russia, India, Latin America, South Africa, New Zealand and Australia. The deal will not impact Namco Bandai's North American distribution or its iPhone activities, both of which will continue to be handled by Namco Networks America Inc.

Effective November 1st, 2009 the agreement will see Namco Bandai's mobile content become available to consumers through EA Mobile's extensive mobile distribution channels, and the management of Namco Bandai's content in existing channels will switch to EA Mobile. Namco Bandai will continue to own distribution in direct channels such as smartphone application stores and through its own direct online store. The agreement will see new games, including Ridge Racer Drift and Time Crisis Elite as well as existing titles becoming available to a much wider base of consumers.

"We look forward to working with Namco Bandai, who have produced some of the world's most iconic video game brands such as PAC-MAN", said Luca Pagano, VP Publishing, EA Mobile Europe. "With this agreement, EA Mobile will complement our rich portfolio with classic, arcade-style properties that are sure to appeal to mobile gamers around the globe."

Barry O'Neill, President, Namco Bandai Networks Europe added "EA has consistently demonstrated that it is the leading distributor of mobile games globally. Namco Bandai is delighted to be working with EA Mobile, and we feel that this new distribution relationship will benefit a much broader base of customers, while allowing us to focus on the development of great new games for all mobile platforms."

For more information on EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com). For more information on Namco Bandai Networks Europe, visit [www.namcomobile.com](http://www.namcomobile.com).

### **About Namco Bandai Networks Europe**

Namco Bandai Networks Europe is a leading publisher of wireless games and content for mobile, offering a wide selection of titles to consumers which includes all-time classic games such as PAC-MAN, Galaga and Galaxian, as well as contemporary titles such as Ridge Racer, Time Crisis, and the best-selling Brain Exercise with Dr. Kawashima series. Namco Bandai Networks Europe provides mobile phone content to all major carriers in Europe.

### **About EA Mobile**

EA Mobile(TM), is the world's leading wireless entertainment publisher with award-winning games such as Tetris<sup>(R)</sup>, Bejeweled<sup>(R)</sup>, 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<sup>(R)</sup>. For more information about EA Mobile, please visit [www.eamobile.com](http://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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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](http://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, The Sims and Need for Speed 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 are 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 U.S. and Canada) are trademarks of Hasbro and are used with permission. iPhone and iPod are trademarks or registered trademarks of Apple Inc.

PAC-MAN, Galaxian, Galaga, Ridge Racer, Ridge Racer Drift, Time Crisis, Time Crisis Elite, Brain Exercise and PAC-MAN CE are trademarks of Namco Bandai Games Inc. PAC-MAN Copyright 1980 - 2009 NBGI.

SOURCE: Electronic Arts Inc.

EA Mobile  
Bettina Munn  
+41 (0)22 316 1327  
[bmunne@ea.com](mailto:bmunne@ea.com)

or  
Namco Bandai Networks Europe  
Aparna Aswani  
Nelson Bostock Communications  
+44 (0) 207 229 4400  
[nbne@nelsonbostock.com](mailto:nbne@nelsonbostock.com)

Copyright Business Wire 2009