



EA Announces FLIPS on the Nintendo DS

A New Way for Kids to Have Fun With Books

GUILDFORD, England, Oct 09, 2009 (BUSINESS WIRE) -- Electronic Arts (NASDAQ: ERTS) today announces the development of *FLIPS(TM)*, an innovative new book range created for the Nintendo DS(TM). *FLIPS* has been designed to give children of all ages a fun new way to read their favorite books. EA has worked with some of the UK's leading publishers of children's books and magazines, including Egmont and Penguin Publishing, to bring modern classic titles from critically acclaimed authors such as Cathy Cassidy, Eoin Colfer, Enid Blyton, and the various writers from the popular boys series, 'Too Ghoulish for School' to the DS. Each *FLIPS* title features multiple books and the first four titles will be released exclusively on Nintendo DS in the UK on 4th December 2009.

Titles include:

Enid Blyton (Egmont) - The Enchanted Wood(R), The Magic Faraway Tree, The Folk of the Faraway Tree, Enchanted World (R) - Petal and the Eternal Bloom, Enchanted World - Melody and the Enchanted Harp, Enchanted World - Silky and the Rainbow Feather

Cathy Cassidy (Penguin)- Scarlett, Angel Cake, Sundae Girl, Shine on Daizy Star, GingerSnaps, Driftwood

Eoin Colfer (Penguin) - Artemis Fowl, Artemis Fowl and the Arctic Incident, Artemis Fowl and the Eternity Code, Artemis Fowl and the Opal Deception, Artemis Fowl and the Lost Colony, Artemis Fowl and the Time Paradox

Too Ghoulish For School (Egmont) - Silent but Deadly, The In-Spectres Call, Ghoulish Dinners, The Bubonic Builders, Attack of the Zombie Nits, School Spooks Day, French Fright, Terror In Cubical Four

FLIPS uses the DS touch screen and stylus to enable children to read and interact by combining the world of storytelling with quizzes and references to characters, encouraging greater concentration and incentive to finish every chapter. Within the books, links appear to give the reader a unique way of interacting with the story and enhancing their experience.

"*FLIPS* is a brilliant way of getting children into reading who may love their DS but may not normally pick up a book," commented Cally Poplak, Director, Egmont Press. "At Egmont we are passionate about bringing stories to life for children, so the development of new platforms for reading are incredibly exciting for us. We are proud to be at the heart of this innovation and thrilled to be a part of this first collection bringing authors such as Enid Blyton to the digital world, and encouraging more children to take up reading for pleasure rather than seeing it purely as part of their homework."

"*FLIPS* offers a great way to bring books to life on a platform that is incredibly popular with kids," said Keith Ramsdale, VP and General Manager, UK, Ireland and Nordics for Electronic Arts. "With multiple books on each game card, *FLIPS* makes a great value Christmas gift for children of all ages."

"Our job as publishers is to bring authors' work to as many readers as possible and we are increasingly looking at platforms other than the book to do this," said Jeremy Ettinghausen, Penguin Digital Publisher. "So it's incredibly exciting to be working with Electronic Arts to bring some of the best writing for children to one of the bestselling devices in the world."

"I'm over the moon to see my stories and characters brought to life on the Nintendo DS with EA's new *FLIPS* range," said Eoin Colfer, author of the award-winning Artemis Fowl series. "Everyone knows that reading improves literacy skills. I have two children who are DS fanatics and cannot wait for the *FLIPS* to arrive, so EA might finally get them reading my books!"

Each *FLIPS* title featuring six to eight books will be sold separately with an RRP of £24.99.

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.eagames.co.uk. More information about EA's products and full text of press releases can be found on the Internet at www.eagames.co.uk/press.

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Notes to Editors

- Nearly 2 million 8-11 year-olds in the UK own an NDS console.
- Harvey Elliott, VP and GM Casual, EA Play is available for interviews.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6068912&lang=en>

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