



## **Pogo.com Climbs to New Heights With the Release of Puck's Peak**

### ***Brand New Free Online Game Challenges Players to Test Building and Balancing Skills***

REDWOOD CITY, Calif., Dec 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that [Pogo.com](#)(TM) is challenging fans' dexterity with the launch of *Puck's Peak*, a free [online puzzle game](#). The new, Flash-based game dares players to build gravity-defying towers in a dynamic, colorful world while chatting with friends and earning Pogo (TM) tokens.

"We anticipate that Pogo fans will quickly become consumed with *Puck's Peak's* simple, addictive game play, vivid, whimsical graphics and original music," said Michael Marchetti, Senior Vice President, General Manager of Pogo.com. "*Puck's Peak* is a great casual [puzzle game](#) that will keep bringing players back to stack!"

[Puck's Peak](#) invites players to choose one of three quirky, cartoonish characters called "Pucks" to advance through three distinctive realms such as Mountain World, where Pucks build towers up through high scenic mountain peaks or Forest World, where towers are started on a giant lily pad in the middle of a pond in the woods. Each realm is set to its own unique music soundtrack and Club Pogo(TM) members have the added benefit of being able to access an additional two exclusive Pucks and realms for a total of five.

Playing in one of two modes, Beginner or Expert, players must build towers with a variety of different sized shapes. As players continue to stack shapes, they are faced with maintaining stability at each 100 meter increment as the tower grows. Every time a shape falls, the player earns a strike, and after 15 strikes he or she is out and must begin a new game. Club Pogo members can increase their rank as their towers grow. For example, once a player gets to 1,500 meters, he or she earns the first rank. The game offers a total of 50 ranks and badges awarded at ranks 10, 20, 30, 40 and 50.

Once a player reaches a height checkpoint, the tower must remain standing for three seconds before the player is able to advance to the next checkpoint. The higher the tower gets, the more Fairy Stars each Puck can earn to increase their power. Adding a twist, each power increase in turn diminishes the Puck's time to use that power. Pucks' special powers include:

**Scratch:** Uses "Uplift" to bring the next checkpoint platform closer to him.

**Sprout:** Can create a more stable tower by using "Intertwine" to bind shapes together.

**El Diablo:** Can eliminate any single shape from the playfield by using the "Inferno."

**Chilly D:** Uses "Deep Freeze" to lock shapes in place, constructing a more secure tower.

**Cosmo:** Uses his "Black Hole" ability to suck away and replace the available shapes for placement.

*Puck's Peak* is available as one of the [free games](#) on Pogo.com where anyone can play free\* of charge. Club Pogo members are rewarded with additional benefits including two unlockable Pucks and realms, earning exclusive rank badges and chances to win double jackpot payouts\*\*. To play, go to [www.pogo.com](#).

\*Internet connection required. A Pogo account may be required to access all features.

\*\* No purchase necessary. Eligibility restrictions apply. See Official Rules at [www.pogoprizerules.com](#) for details.

### **About Pogo.com**

Pogo.com(TM) is the #1 stickiest online destination in the US and stickiest domain among the Top 2000 domains (1). The site

is home to over 14.5 million unique visitors a month (worldwide) who play for more than 64 minutes a day (1). Boasting a wide variety of more than 100 [free online games](#) including [puzzle games](#), [word games](#), casino games, classic card games and [board games](#), Pogo.com features both single-player and multiplayer games. The site offers players an easy-to-use chat feature where millions of people talk about their favorite games, best scores, or simply share stories about their lives. Pogo.com is known for its thriving online community of players who forge life-long friendships through the site. Pogo has local sites and communities in UK ([pogo.co.uk](http://pogo.co.uk)) and Germany ([pogo.de](http://pogo.de)). The Pogo.com premium service, Club Pogo, offers players a variety of VIP features including exclusive games, no ad interruptions, private chat and avatars.

*(1) According to ComScore (avg. minutes per usage day, worldwide, October 2009)*

### **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](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>.

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SOURCE: Electronic Arts Inc.

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