



EA Announces Five Blockbuster Games for Apple's iPad

***SCRABBLE*, *Tetris*, *Need for Speed SHIFT*, *Mirror's Edge* and *Command & Conquer Red Alert* Designed Specifically for iPad and Available Today on the App Store**

LOS ANGELES, Apr 02, 2010 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced five best-selling titles available immediately for Apple's iPad. These include *SCRABBLE*, under license from Hasbro in the U.S. and Canada only, *Tetris*(R), *Need for Speed*(TM) *SHIFT*, *Mirror's Edge*, and *Command & Conquer*(TM) *Red Alert* (TM).

"As one of the leading publishers on the App Store, EA is delivering five games today that take advantage of the unique capabilities of iPad for a broad range of gamers, from the casual to the hardcore, and today's product slate is just the beginning," said Travis Boatman, Vice President of Worldwide Studios, EA Mobile. "For example, with *SCRABBLE*, we have modernized this family favorite game by developing a fun, interactive 'Party Play' mode. For our more hardcore fans, *Need for Speed SHIFT* becomes the ultimate immersive driving experience. We are thrilled to offer EA games with the launch of iPad -- a device that is like no other."

***SCRABBLE* Offers Players a Modern Twist to the Classic Word Play Experience**

SCRABBLE for iPad spells F-U-N! EA Mobile has created fans' favorite crossword game, with a fresh interface uniquely designed for iPad that lets players pass 'n' play or go solo, in portrait or landscape mode. Social and multiplayer capabilities also enable players to challenge friends on Facebook, or through a local Wi-Fi network. In the all new "Party Play" mode, up to four iPhone or iPod touch players can connect their devices to be used as private tile racks and seamlessly play their words onto the iPad "game board" with a simple flick. And for newcomers, the exclusive "Teacher Feature" shows players the best word choice for the previous play.

***Tetris*, the Most Popular Mobile Game of All-time Now Available on iPad**

Celebrating 25 years and more than 100 million paid downloads, the world famous *Tetris* game launches on iPad with all-new, high resolution graphics and exclusive features including highly anticipated D-Pad controls which give players the option to play the way they want and stay in control of the game. The iPad version also introduces an all-new "Endless" mode for the ultimate extension in game play. *Tetris* is a must have for any iPad user.

***Need for Speed SHIFT* Brings the True Driver's Experience to iPad**

The award-winning leader in the racing genre, *Need for Speed SHIFT* races to the App Store with exclusive features, multiplayer capability, 18 unique tracks and a variety of race modes. Players can feel the adrenaline rush of an immersive experience when they choose from 28 of the fastest, hottest cars and enjoy physics-based 3D graphics optimized for iPad. New driving controls include the addition of visual accelerator and brake pedals, manual shifting, and a rearview mirror to see who's coming from behind. The most visceral, aggressive simulation racing game on iPad will make hearts pound!

***Mirror's Edge* Brings Players an Intense, Interactive World Exclusively to iPad**

EA's award-winning action adventure game, *Mirror's Edge*, debuts on iPad with a graphically rich, addictive experience, and 14 nail-biting levels of unrivalled 3D action. Unique to iPad is a multiplayer feature which utilizes a split-screen interface, letting players battle against each other face to face in two thrilling modes. Exciting gameplay has players running on walls, sliding down ramps and leaping between rooftops as they out-maneuver enemies in pursuit of their mission.

***Command & Conquer Red Alert* Expands its Universe on iPad**

With more than 30 million units sold across the *Command & Conquer* franchise, *Command & Conquer Red Alert* optimizes

iPad's Multi-Touch controls, large screen and high-fidelity graphics to create an expansive experience. Three-finger, Multi-Touch controls let players select and maneuver their armies, manage inventory and make maximum use of camera zooming to navigate battlefields with photorealistic visuals. Players command units across a wide variety of maps and levels with different environmental conditions which add more layers of strategic depth. Players can challenge friends in Head-to-Head multiplayer mode via Wi-Fi and Bluetooth between iPad and iPhone devices.

SCRABBLE, *Tetris*, *Need for Speed SHIFT*, *Mirror's Edge* and *Command & Conquer Red Alert* apps for iPad are available from the App Store or at www.itunes.com/appstore.

In addition to these five titles designed specifically for iPad, gamers can access more than 40 EA titles already available on the App Store for iPhone and iPod touch. Any previously purchased iPhone or iPod touch game can run on iPad in its original size or can be expanded to fill the iPad screen. All games will be available in Europe with the worldwide launch of iPad later this month. For information on pricing for all EA Mobile games, please visit www.eamobile.com.

NOTE TO EDITORS: Video footage of these specially-designed EA games for iPad and other broadcast quality video (including executive sound bites) will be available on Saturday, April 3, and Monday, April 5. See coordinates below.

U.S. SATELLITE INFORMATION

<u>Saturday, April 3rd, 2010</u>	<u>Monday, April 5th 2010</u>	<u>Monday, April 5th 2010</u>
Game Footage Only	Interview/Game/Broll	Interview/Game/Broll
10:00 AM - 10:15 AM, ET (7:00 AM - 7:15 AM, PT)	4:00 AM - 4:15 AM, ET (1:00 AM - 1:15 AM, PT)	10:00 AM - 10:15 AM, ET (7:00 AM - 7:15 AM, PT)

Coordinates for all feeds

Galaxy 3C, Trans. 21, C-Band

Downlink Freq: 4120 H Audio 6.2/6.8; Trouble # for all Feeds: 310.287.3800

EUROPEAN SATELLITE INFORMATION

1st Feed:

Date: 5th April 2010

Time: 0800-0815 GMT

2nd Feed

Date: 5th April 2010

Time: 1200-1215 GMT

Coordinates for both feeds

Satellite: Eutelsat W2A-B1 CH.4 **Downlink Frequency:** 11,023.00 Horizontal QPSK

Symbol Rate: 5.632 **FEC :** 3/4 **Color:** PAL **Pactv Ref:** 165.228 & 165.230

Uplink: Arqiva London +44 (0) 1962 823030 - Arqiva Ref 5-11557 & 5-11558

Also available at BT Tower from Pacific Television Center's [PTC 1](#)

UK broadcasters can call Pactv London for complementary refeeds via Tower. +44.207.702.1427

About SCRABBLE

A family favorite since 1948, the SCRABBLE Brand Crossword game has sold more than 100 million sets worldwide since its debut more than 60 years ago. Today there are between one and two million SCRABBLE games sold each year in North America and it can be found in one out of every three homes in America. Through an alliance forged between Hasbro and Electronic Arts (EA) in 2007, SCRABBLE has also landed on digital gaming platforms including mobile phones, iPad, iPhone, iPod, iPod touch, Facebook and Pogo.com, EA's popular online gaming destination.

About the Tetris(R) Brand

The Tetris(R) brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25-year history, hundreds of millions of players have experienced the Tetris effect. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Released on over 30 gaming platforms and translated into more than 50 languages, the Tetris game is and will continue to be the game that can be played anytime, anywhere! Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. The Tetris Company, through its agent Blue Planet Software, Inc., licenses and manages the Tetris intellectual property and franchise worldwide. Today, Blue Planet Software continues to work with licensees to deliver top quality Tetris products that are relevant, fun and challenging for its millions of players. For the latest information about the Tetris brand and Tetris products, please visit www.tetris.com.

About Hasbro

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST

brands and products provide the highest quality and most recognizable play experiences in the world. ©2009 Hasbro, Inc. All Rights Reserved.

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, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM), iPad(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 the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA(TM), EA SPORTS(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>.

EA, EA SPORTS, EA Mobile, POGO, Need for Speed, Mirror's Edge and Command & Conquer are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Tetris is a registered trademark of Tetris Holding, LLC. SCRABBLE is a trademark of Hasbro in the U.S. and Canada and used with permission. iPad, iPhone and iPod are trademarks of Apple Inc. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6236656&lang=en>

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