



SKATE 3 Demo Drops-in on Xbox Live Marketplace and PlayStation Network

REDWOOD CITY, Calif., Apr 06, 2010 (BUSINESS WIRE) -- Black Box, an Electronic Arts Inc. studio (NASDAQ:ERTS) announced today that the demo for the highly-anticipated *SKATE(TM)* 3 will hit Xbox Live Marketplace and the PlayStation Network on April 15th, 2010. The demo will give players a taste of the University District in the all-new skater's paradise of Port Carverton. Players will shred through a series of single and multiplayer challenges including Domination, Own the Lot, and the bone-crushing Hall of Meat.

In addition to the modes and challenges, players can learn the ropes or perfect their skills in the all-new Skate.School featuring Coach Frank. Gamers can also sample the all-new object dropper by using 24 different items to tweak and alter the University District to create a personalized demo experience. Once players have that perfect trick nailed, they can capture the moment with the in-game Replay Editor and upload footage of themselves with the *Skate* series' immensely popular Skate.Reel.

SKATE 3 is the definitive co-op skateboarding experience as players build the ultimate team to take on unique team challenges, compete against rival crews online and shred the streets. In the end, *SKATE 3* takes skateboarding to a new level with more tricks, improved off board actions, and gnarly Hall of Meat carnage.

SKATE 3 hits retailers in North America on May 11th, 2010 and worldwide on May 14th, 2010 and is available on the Xbox 360 (R) video game and entertainment system and the PlayStation(R)3 computer entertainment system. The game is rated "T" for Teen by the ESRB and "16+" by PEGI. More information can be found at www.skate.ea.com, become a fan on Facebook at www.facebook.com/skate, or follow us on Twitter @ Hippyjump.

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™, EA™, 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>.

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SOURCE: Electronic Arts Inc.

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