



EA's SKATE 3 Ollies onto Store Shelves Today

Gamers Team Up for the Ultimate Co-Op Skateboarding Experience

REDWOOD CITY, Calif., May 11, 2010 (BUSINESS WIRE) -- Black Box, an Electronic Arts Inc. studio (NASDAQ:ERTS) today announced that *SKATE(TM) 3*, the top rated skateboarding game, is now available on the Xbox 360(R) and PlayStation(R)3 in North America and worldwide on May 14th. Bringing definitive revolutionary co-op skateboarding experience to the critically acclaimed franchise, *SKATE 3* offers gamers a chance to team up and throw down with their friends. Players complete unique team challenges, compete against rival crews online and shred the streets of the all new skaters' paradise, Port Carverton.

In *SKATE 3*, even new skate fans can look like a pro. To learn the ins and outs of skateboarding, *SKATE 3* introduces the all-new Skate.School. Players will go through a fun and humorous tutorial with Coach Frank where he teaches players of all skill levels how to own the streets of Port Carverton. The franchise also continues to raise the bar for user-created content with the Skate. Create feature suite, an innovative toolset that empowers gamers to truly express their skate style by creating their own graphics, using the object dropper to set up the perfect line or park creator to build the ultimate skate park.

Gamers will also receive a one-time-use VIP code that comes included in retail and digital versions of the game which will activate the Skate Share Pack.* Additional codes are available for purchase. This pack will give players the ability to share and view Skate.Reel videos/photos and Skate.Parks from inside the game. Players with the VIP code will be eligible to receive additional content which may include items like new characters and in game locations.

Developed by Black Box, *SKATE 3* is rated "T" for Teen and "16+" by PEGI and is now available on PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system for \$59.99. 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.

* Restrictions and conditions apply. Please see www.ea.com for more details.

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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