



## **EA to Open Customer Service Center in Galway, Ireland**

### ***Irish Government Welcomes Investment by Leading Interactive Entertainment Company***

GENEVA, May 26, 2010 (BUSINESS WIRE) -- Electronic Arts (NASDAQ:ERTS), today announced plans to open a European customer service and operations center for its BioWare(TM) studio, to be based in Galway, Ireland. The new facility will provide BioWare with greater proximity to European players. This investment is being supported by the Irish Government through IDA Ireland.

Welcoming today's announcement, the Prime Minister of Ireland, Taoiseach Brian Cowen TD said, "EA is the global leader in interactive entertainment and a very important addition to the thriving games industry in Ireland."

"The new Irish location for BioWare will help us get closer to our fans in Europe," said Dr. Ray Muzyka, Senior Vice President, EA and Group General Manager, BioWare. "Galway gives us the right mix of solid technology infrastructure and international recruitment opportunities as we continue to focus on bringing the highest quality gaming experiences to market."

Barry O'Leary, CEO of IDA Ireland said, "EA joins a vibrant digital media sector and is a key endorsement of the skills and expertise available in Ireland for this sector."

EA will maintain its existing BioWare studio locations in Edmonton, Montreal, Fairfax, Virginia and Austin, Texas. The new location in Galway is expected to be up and running in 2011, starting with roughly 200 staff.

The new Irish company is a wholly owned EA subsidiary. EA has existing European game teams based in Guildford, UK, Stockholm, Sweden, Ingelheim, Germany, Bucharest, Romania and Madrid, Spain.

For recruitment opportunities please visit: [www.bioware.com/bioware\\_info/jobs](http://www.bioware.com/bioware_info/jobs)

### **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 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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