



SKATE 3 Rolls Into New York With The Maloof Money Cup Contest

REDWOOD CITY, Calif., Jun 04, 2010 (BUSINESS WIRE) -- Black Box, an Electronic Arts Inc. studio (NASDAQ:ERTS) today announced the first downloadable content pack for the critically acclaimed skateboarding game *SKATE 3 - The Maloof Money Cup 2010 NYC Pack*. The content pack hits Xbox Live and PlayStation Network on June 8 for 400 MS points or \$4.99 and an additional 100 achievement points and 5 trophies.

The all new DLC lets players compete in the largest pursed event and one of skateboarding's biggest annual contests - The Maloof Money Cup. For the first time ever, this year's competition will be traveling east to Flushing Meadows, New York, where the site of the 1964 World's Fair has been converted into one gnarly skate mecca. Gamers will have the opportunity to compete against some of the biggest names in skateboarding as they shred an all-new custom built street park for the ultimate cash purse.

The award-winning *SKATE* franchise breaks new ground with *SKATE 3* and shreds the streets of the all-new skaters' paradise, Port Carverton. Delivering the definitive co-op skateboarding experience, it's up to players to build the ultimate team and change the face of the city with their brand by taking on unique team challenges and competing against rival crews online. The game also features the ability to create and share custom built skate parks and a revamped *Thrasher* Hall of Meat mode that will have players spending countless hours pulling off bone-crushing carnage.

SKATE 3 is now 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 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. 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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