



## **EA Mobile Dominates Top App Store Charts With Blockbuster Brands on Day of iPhone 4 Launch**

### ***NCAA Football Available Today and Optimized for New iPhone 4 Retina Display***

REDWOOD CITY, Calif., Jun 24, 2010 (BUSINESS WIRE) -- On the day of the Apple(R) iPhone(R) 4 launch, EA Mobile(TM) -- a division of Electronic Arts Inc. (NASDAQ:ERTS) -- dominates the Apple Top Grossing App chart for iPhone with 12 of the top 20 titles. EA Mobile also welcomes iPhone 4 with the release of *NCAA(R) Football* which has been specifically designed to maximize the power of iPhone 4's new Retina display.

"EA is ushering in a new generation of mobile game players who are buying an iPhone 4," said Adam Sussman, Vice President of Worldwide Publishing for EA Mobile. "Our rankings demonstrate the strength and breadth of our world-class brands and their popularity among consumers."

### **Faster. Better. Brighter. EA Celebrates the Launch of Premium Game Play on iPhone 4**

EA Mobile titles are optimized for play on iPhone 4 delivering a new level of immersion, sophistication and pure excitement in iPhone gaming.

*NCAA Football*, the first game by EA Mobile designed specifically for iPhone 4, takes advantage of the device's new Retina display. Players choose from over 55 of the most popular colleges to represent their school or create a new one, and lead them to glory in the BCS National Championship. Multiplayer rivalries with head-to-head play and broadcast commentary from real-life commentators Lee Corso and Kirk Herbstreit further bring the intensity of college football to iPhone 4 gamers. With rules and plays reflecting the real NCAA Division 1 experience, sports enthusiasts can enjoy playing their favorite game the way it's meant to be played. EA Mobile today also released *NCAA Football* for iOS 3.x.

### **iPhone Owners Get in the Game with Deals on Popular Titles**

EA Mobile is currently running a "Faster. Better. Brighter." deal on some of its most popular iPhone titles available for download in the App Store<sup>SM</sup>. Prices range from \$.99 to \$2.99 and the sale runs today through 9 p.m. PT on Monday, June 28. Following are titles participating in the program:

- *EA SPORTS(TM) 2010 FIFA World Cup South Africa(TM)*
- *BATTLESHIP*
- *CLUE*
- *Command and Conquer(TM) Red Alert(TM)*
- *CONNECT 4*
- *Madden NFL 10 by EA SPORTS(TM)*
- *NBA Live 2010 by EA SPORTS(TM)*
- *Need for Speed(TM) SHIFT*
- *Need for Speed Undercover*
- *SCRABBLE*
- *SimCity(TM) Deluxe*
- *Tetris(R)*
- *THE GAME OF LIFE*

- *Tiger Woods PGA TOUR(R)*
- *TRIVIAL PURSUIT*
- *YAHTZEE Adventures*

Since the inception of the iPhone, EA Mobile has been a definitive player with the rise of iPhone and iPod touch(R) devices as gaming platforms. Popular games include *SCRABBLE*, *Tetris*, *MONOPOLY* and *BATTLESHIP*, which have consistently ranked among top sellers and, in 2009, *The Sims(R)* 3 was the #1 best-selling game on the App Store<sup>SM</sup>. For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com).

Assets and additional information on *NCAA Football* can be downloaded from <http://press.ea.com/product.asp?s=2802> (iPhone 4) and <http://press.ea.com/product.asp?s=2801> (iOS 3.x).

### **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(R), iPad(TM) and iPod(R). For more information about EA Mobile, please visit [www.eamobile.com](http://www.eamobile.com).

### **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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6340705&lang=en>

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