



## EA Announces Create and Unlocks a World of Play with Creativity at the Core

### ***New IP from EA's Bright Light Studio to Launch November 2010***

GUILDFORD, England, Aug 02, 2010 (BUSINESS WIRE) -- The Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced *Create*(TM), a must-have video game this holiday for the whole family that is powered by imagination and rewards players for being creative. Available this November for the Wii(TM), PlayStation(R)3 computer entertainment system featuring PlayStation(R)Move compatibility, Xbox 360(R) video game and entertainment system, PC, and MAC, *Create* presents imaginative gameplay challenges where the solutions are fuelled by the creativity of the player.

"*Create* uses families' imaginations to develop new ways to play together that are both fun and challenging," said Harvey Elliott, VP and General Manager at EA Bright Light. "We wanted to design a game where the entire family can explore, decorate, and solve challenges where no solution is wrong and the only limit is the imagination."

The more players explore the game, solve level-based challenges, and customize their world, the more rewards will be unlocked. Creativity will be unleashed as players design environments with easy-to-use brushes and tools, including textures, props and animating objects that bring the scene to life. On the PlayStation 3, Xbox 360, PC, and MAC players can share any of their creations, solutions or challenges with the community through the console and also via the official *Create* website at [www.create.ea.com](http://www.create.ea.com). Friends can download and remix solutions and set challenges for other players to download and complete. Imaginations will run wild this holiday!

*Create* for the PlayStation 3, Xbox 360, Wii, and PC is developed by EA Bright Light and has not yet been rated by the ESRB. For more information or to download assets visit [www.info.ea.com](http://www.info.ea.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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EA Play Label  
Brooke Bauguess, 310-754-7312  
PR Director  
[bbauguess@ea.com](mailto:bbauguess@ea.com)

or  
Foghorn PR for EA  
Erica Thomas, 508-872-3380

[ethomas@foghornpr.com](mailto:ethomas@foghornpr.com)

or

EA Play Label

Debi Coster, +44 1483 463664

International Sr. PR Manager

[dcoster@ea.com](mailto:dcoster@ea.com)

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