



PopCap Games Joins Forces with EA Once Again

EA Becomes Global Distribution Partner for PopCap's Popular Online Game 'Zuma's Revenge!' on Mobile Devices

REDWOOD CITY, Calif., Aug 02, 2010 (BUSINESS WIRE) -- EA Mobile(TM)-- a division of Electronic Arts Inc. (NASDAQ: ERTS) and the world's leading mobile games publisher, - and PopCap Games Inc., the worldwide leader in casual video games, today announced a global distribution agreement for PopCap's *Zuma's Revenge!(TM)* on mobile phones. As the global distribution partner, EA Mobile is bringing PopCap's popular online ball-blasting action game to mobile gamers this summer. EA Mobile and PopCap have enjoyed a nine-year successful relationship commencing with a publishing agreement for *Bejeweled(R)*, one of the best selling mobile games during the last decade.

"Continuing the relationship between PopCap and EA Mobile further demonstrates our dedication to bringing the best games to mobile platforms," said Adam Sussman, Vice President of Worldwide Publishing for EA Mobile. "*Zuma's Revenge!* now joins EA's celebrated catalog of prominent global brands available on the mobile platform and will be accessible to consumers wherever they want to play."

"The mobile phone is an excellent platform for *Zuma's Revenge!*," said Andrew Stein, Director of Business Development, Mobile at PopCap. "Given our successful and continuing collaboration on *Bejeweled*, we are very pleased to be expanding our working relationship with EA Mobile. Zuma is one of our most popular franchises--our biggest intellectual property next to *Bejeweled*--and *Zuma's Revenge!* is a total refresh of the classic marble-busting game with great graphics and gameplay."

Zuma's Revenge! launches for mobile phones in the US and Europe in August.

About *Zuma's Revenge!*

Zuma's Revenge! allows players to inhabit a newly evolved world of Zuma and conquer over 60 levels by firing stone spheres to make matches and destroy the deadly stream of balls. Advanced gameplay allows users to slide and hop for smarter shots; hit targets for exotic bonuses; detonate power-up balls; battle six imposing tiki bosses and guide their agile amphibian protagonist to victory.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile.

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.

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. More information about

EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About PopCap

PopCap Games (www.popcap.com) is the leading multi-platform provider of casual video games: fun, easy-to-learn, captivating games that appeal to everyone from age 6 to 106 and are available anytime, anywhere. Based in Seattle, Washington, PopCap was founded in 2000 and has a worldwide staff of more than 300 people in Seattle, San Francisco, Chicago, Vancouver, B.C., Dublin, Seoul, and Shanghai. Its games have been downloaded over 1.5 billion times by consumers worldwide, and its flagship title, Bejeweled, has sold more than 50 million units across all platforms. Constantly acclaimed by consumers and critics, PopCap's games are played on the Web, social platforms, desktop computers, myriad mobile devices (cell phones, smartphones, PDAs, Pocket PCs, iPod, iPhone, iPad and more), popular game consoles (such as Xbox and DS), and in-flight entertainment systems. PopCap has been one of the most innovative companies in the video industry since its inception a decade ago. Pioneering new game mechanics, sales models, and platforms ranging from mobile devices to online and location-based games of chance, PopCap is the only video game provider in the world with leading market share across the entire spectrum.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6380734&lang=en>

SOURCE: Electronic Arts Inc.

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