



## **EA to Showcase Powerful Slate of Titles at gamescom 2010 in Cologne**

### ***FIFA, Need for Speed, Medal of Honor and The Sims Among Top Franchises to Reveal Deep Innovation and New Experiences for Consumers***

COLOGNE, Germany, Aug 13, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced plans for gamescom 2010 in Cologne. EA will showcase a powerful slate of titles representing a selection of leading franchises across the company's Games, Sports and Play Labels. Media and consumers are invited for hands on experience with a whole host of innovative game play that highlights the company's focus on delivering fewer, better games and building direct to consumer digital offerings.

"Gamescom has grown to become the largest show for interactive entertainment, and offers a unique chance for us to engage directly with consumers, retailers and media at one event," said Jens Uwe Intat, Senior Vice President and General Manager for EA Publishing in Europe. "Our line up demonstrates the intense focus we have on building quality games with deep innovation for our consumers, and it's great to see the industry coming together to create such a milestone event in Europe".

Five EA and EA Partner titles at gamescom have already received early recognition for their outstanding quality. The gamescom 2010 award nominations were announced today and include:

FIFA 11 - Best Console  
Star Wars(TM): The Old Republic(TM) - Best Online and Best of gamescom  
Crysis(R) 2 - Best PC, Best of gamescom  
The Sims(TM) 3 console - Best Mobile title (NDS)  
Rock Band(R) 3 instruments - Best Hardware

### **EA at gamescom 2010**

Tuesday, August 17<sup>th</sup>, 4:00pm

**EA Press Briefing:** The Palladium, Schanzenstraße 36, Gebäude 197, 51063 Cologne

A live stream of the press conference will be available at <http://live-event.ea.com/gamescom/live/>

August 18<sup>th</sup>-22<sup>nd</sup>

#### **EA Booth: Hall 6.1 (A074)**

Games on show: Crysis 2, Darkspore(TM), Dragon Age(TM) 2, FIFA 11, FIFA Manager 11, Medal of Honor(TM), Need For Speed(TM) Hot Pursuit, Rock Band 3, The Sims 3 on console, Star Wars: The Old Republic. For iPod(TM): The Sims 3, The Sims(TM) 3 World Adventures, EA SPORTS FIFA 10, 2010 FIFA World Cup South Africa(TM), and for iPad(TM): Need For Speed Shift, Command & Conquer(TM) Red Alert, SCRABBLE, Mirror's Edge(TM), Tetris(R).

#### **Behind closed door game demonstrations in EA's Business lounge, Hall 5.1. Open to media only**

Bulletstorm, Crysis 2, Darkspore, Dead Space 2, Dragon Age 2, EA SPORTS Active 2, FIFA 11, FIFA Manager 11, EA SPORTS (TM) MMA, Medal Of Honor, Need for Speed Hot Pursuit, Rock Band 3, The Sims(TM) Medieval, Star Wars: The Old Republic, Harry Potter and the Deathly Hallows(TM) - Part 1, The Sims 3 on console. Madden NFL 11 for iPhone as well as MONOPOLY Streets will be available for hands-on play in the EA Business Lounge.

More information, screenshots and fact sheets at: [info.ea.com](http://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 Corporate Communications  
Bettina Munn, +41 22 316 1327  
[bmunne@ea.com](mailto:bmunne@ea.com)

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