



## EA Acquires Chillingo

REDWOOD CITY, Calif., Oct 20, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced it has acquired Chillingo Ltd., a leading independent games publisher. With the acquisition of Chillingo, EA Mobile(TM) has increased market leadership on the Apple<sup>(R)</sup> platform and strengthened its position as the world's leading wireless entertainment publisher. The acquisition combines Chillingo's expertise in cultivating the ideas of independent developers with EA's global reach in mobile publishing. Chillingo is widely recognized for publishing highly original and successful games from the developer community. EA is committed to preserving Chillingo's independence enabling them to manage and cultivate their great network of relationships to deliver the optimal gaming experience for consumers.

### About Chillingo

Chillingo publishes innovative games and software for various platforms. Other hit iPhone<sup>(R)</sup>, iPod touch<sup>(R)</sup> and iPad(TM) titles include Cut the Rope, Angry Birds, Helsing's Fire, Predators, Ice Age: Dawn of the Dinosaurs, Minigore, iDracula, and Modern Conflict. For more information about Chillingo please visit [chillingo.com](http://chillingo.com).

### About EA Mobile

EA Mobile(TM) is the leading wireless entertainment publisher with award-winning game franchises 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) touch. 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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