



Reckless Racing Roars onto the App Store

EA Mobile Releases Anticipated Top-Down Racer for iPad, iPhone and iPod touch

REDWOOD CITY, Calif., Oct 21, 2010 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc., (NASDAQ: ERTS) and the world's leading mobile games publisher, today announced that *Reckless Racing* for iPad(TM), iPhone(R) and iPod touch(R) is available on the App Store. *Reckless Racing* brings a creative, fun and original game with robust multiplayer features to consumers looking to experience the thrill of dirt track racing. *Reckless Racing* is based on the original top-down racer developed by Sweden-based Pixelbite.

"*Reckless Racing* fans and gamers around the world have been waiting for us to bring this engaging and great looking game to iPad, iPhone and iPod touch," said Adam Sussman, Vice President of Worldwide Publishing for EA Mobile. "*Reckless Racing* demonstrates how EA can partner with fantastic independent developers to bring innovate and creative new games to consumers. With these relationships, we continue to push innovation and originality in mobile games focusing on the quality, gripping game experiences consumers expect from EA."

In addition to the roaring engines and sliding tires that old-school top-down racing is known for, *Reckless Racing* delivers compelling gameplay and graphics that take advantage of the high-resolution displays and features of iPad, iPod touch and iPhone. Balanced controls let players skid, slip and slide through beautiful tracks leaving nothing but mud-splattered opponents and skid marks behind. *Reckless Racing* features online multiplayer gameplay, online leaderboards and the ability to download and race against other players' ghost cars from all over the world.

Six player characters each with individual cars race on tracks that can be driven both forward and in reverse. Two driving models scale the gameplay for beginners and advanced players while three game types keep gameplay exciting. Players can race in a straightforward "Dirt Rally," run time trials with ghost cars in "Hot Lap" and race against the clock on a custom map in a pick-up-and-deliver "Delivery" game.

Reckless Racing is available today from the App Store for iPad, iPhone and iPod touch, or at www.itunes.com/appstore/. Assets and additional press information on *Reckless Racing* can be found at <http://info.ea.com>.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming, and has been a definitive player with the rise of Apple 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. 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 alliance 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.

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 Pixelbite

Pixelbite was founded by a team of experienced game developers in the spring of 2009 based in Helsingborg, Sweden. Using our in-house developed technology we create high-quality games primarily for the mobile and handheld market. Our mission is to bring the quality of console and PC games to these markets. Previously the founding members have made games such as: Richard Burns Rally, Fastlane Street Racing, Futurama the Game, Rally Championship, Hot Wheels: Extreme Racing, Airfix Dogfighter.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6476685&lang=en>

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