



Chillingo's 'Cut the Rope' Surpasses the Two Million Mark

Om Nom's Unstoppable; Now With Full Support From EA

LONDON, Oct 28, 2010 (BUSINESS WIRE) -- Leading mobile game publisher Chillingo, a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that ZeptoLab's chart-topping, addictive puzzler, 'Cut the Rope' has now sold more than two million copies worldwide on the Apple App Store in just three weeks since launch.

"Cut the Rope continues to break records with leading, international sales," explains Chris Byatte, Co-General Manager of Chillingo. "Our new partnership with EA enables us to expand Om Nom's prospects, visibility and reach to make more of an impact than ever before."

"Chillingo has done a great job for us in publishing Cut the Rope on the Apple App Store," said Efim Voinov, CTO of ZeptoLab. "Now with their acquisition by EA, we see more growth opportunities available for us in the future."

Cut the Rope remains the fastest selling title on the App Store to date (by reaching the 1 million mark within 10 days of launch). The game features innovative, physics-oriented gameplay as players feed dangling candy to Om Nom, an adorable and ravenous, little green creature.

Cut the Rope is available for \$.99 (iPhone(R) and iPod touch(R)) and a \$1.99 (iPad(TM)) from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore/

A Lite version of Cut the Rope will be available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/

Get the latest news and incredible new content from Cut the Rope by following: <http://twitter.com/Chillingo>.

About Chillingo

Chillingo is a subsidiary of Electronic Arts and publishes innovative games and software for various platforms. Other hit iPhone, iPod touch and iPad 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.

About Zeptolab

ZeptoLab is a small independent team of professionals dedicated to the science of fun. We know what good games are made of, and we possess the required ingredients. Our target platforms at the moment are iPhone, iPod Touch and iPad.

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>.

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