



EA and Paramount Digital Entertainment Team Up for 'Rango' the Video Game

Rango the Video Game to Launch Alongside Paramount Pictures' Upcoming Animated Feature Film

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) and Paramount Digital Entertainment today announced a distribution agreement that will catapult an upcoming Paramount property into the hands of gamers worldwide. *Rango The Video Game*, is an action-adventure title inspired by the upcoming animated feature film starring the voice of Johnny Depp.

Rango The Video Game invites players to continue on *Rango's* wild journey through new adventures inspired by the movie. The game is set in the Old West town of 'Dirt' where players romp through a gritty, pint-sized, Wild West filled with wild rides, off-color characters and frantic shoot-outs. *Rango* is Paramount Pictures' first full-length animated feature film; both the film and the *video game* will be released in March 2011.

"We are thrilled to be working with Paramount and the upcoming release of the video game version of its first animated feature," said Sinjin Bain, Vice President of EA Partners at Electronic Arts. "*Rango* is a one-of-a-kind character that we know kids will love. We're excited to give families worldwide the opportunity to take the humor and fun from the big screen into their living rooms."

"We are pleased to team up with EA to deliver an exciting, action-packed adventure game that captures the spirit of the film and puts the fate of Dirt in players' hands," said Tom Lesinski, President of Paramount Digital Entertainment. "We've added exciting twists and turns in the video game that will challenge players of all levels on their adventures as *Rango*."

Developed by Artificial Mind & Movement, *Rango The Video Game* will be available on console platforms including the PlayStation®3 computer and entertainment system, Xbox 360® videogame and entertainment system, Wii™, and Nintendo DS™ in March 2011. *Rango The Video Game* has not been rated by the ESRB and PEGI.

For more information about *Rango The Video Game*, please visit <http://www.rangomovie.com> or the EA press website at <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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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 Paramount Digital Entertainment

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, and emerging technologies.

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE:VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Worldwide Television Distribution.

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