



EA and Independent Developer Borne Games Team Up to Bring the Fancy Pants Adventures to Console

Smooth Side-Scrolling Platformer Jumps from Browsers to Consoles in 2011

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and Borne Games announced today that the Flash game phenomenon, *The Fancy Pants Adventures*, is coming to Xbox LIVE® Arcade and PlayStation® Network in Spring 2011. *The Fancy Pants Adventures* is being developed by Over The Top Games in partnership with Borne Games and EA 2D, a dedicated team inside of EA focused on creating high-quality games within the direct-to-consumer market. The classic side-scrolling platformer features a unique, hand-drawn style and has been played over 100 million times on browsers. *The Fancy Pants Adventures* takes all of the exciting adventures from the original two games and now adds an entirely new world, all-new story and new modes designed exclusively for consoles.

"The passion that the fans have shown for *The Fancy Pants Adventures* has been overwhelming and bringing the game to console will give them the best possible platform gameplay experience," said Brad Borne, Founder of Borne Games. "Working with EA allows me to do more than I could have ever imagined. This is the opportunity of a lifetime."

"*Fancy Pants* is an incredible success story and we are excited to bring this high quality platform gameplay to a console audience," said Mark Spenner, General Manager of EA 2D. "Xbox Live Arcade and PlayStation Network are the perfect channels to deliver this type of accessible entertainment that will allow gamers to experience the fun and adrenaline of classic side-scrolling action."

The Fancy Pants Adventures casts players in the role of the game's hero — a hand-drawn stick figure named Fancy Pants Man who embarks on a mission to rescue his kidnapped sister, Cutie Pants. Sporting his trademark orange pants and a Mohawk, Fancy Pants Man begins his journey in Squiggleville, racing through unique open levels where he must defeat challenging enemies and overcome clever obstacles. Along the way, Fancy Pants will need to utilize a number of tricks and even unlock the ability to wield weapons in order to aid him on his quest to overcome the Pirates.

To learn more about *The Fancy Pants Adventures*, please visit the game's official web site at <http://fancypantsadventures.com>, follow the game on Twitter at <http://twitter.com/runfastrunfancy>, or "like" on Facebook at <http://www.facebook.com/thefancypantsadventures>.

About Borne Games

Brad Borne, headquartered in New Orleans, Louisiana, is an independent flash developer most popularly known for his work on *The Fancy Pants Adventures: World 1* and *The Fancy Pants Adventures: World 2*. Borne has received several awards including the 2008 New Grounds Tank Award for "Best Flash Game." For more information on Brad's work visit www.bornegames.com. Borne Games is developing Fancy Pants for console in collaboration with Over The Top Games.

About Over the Top Games

Over the Top Games is an independent game development studio founded in 2008. Based in Madrid, it's committed to creating innovative games that push the limits of art and entertainment. For more information on Over the Top Games, visit www.overthetopgames.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>.

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