



## EA Play Unlocks a World of Imagination With Create

GUILDFORD, England--(BUSINESS WIRE)-- Today the EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announced that *Create™* will be available this week to buy on multiple platforms in stores throughout North America and Europe.

*Create* is an expansive challenge-based game, with a nearly infinite set of solutions for the player to explore. The Challenge mode offers a series of puzzles with a specific goal to be achieved and provides a number of fun and creative objects to come up with a solution. Points are allocated based on the number of objects used, and the overall creativity of the solution. There are numerous types of challenges, from those where players will need to find the most efficient and elegant solution to others where players are encouraged to be as outlandish as possible.

Everything done in the game can earn you Sparks. For every Spark earned, a new item or object to use is unlocked. Sparks also unlock new levels and new challenges. There are hundreds of Sparks to collect in the game and therefore hundreds of game objects/decorative objects the player can earn as they play.

*Create* also enables players to develop their own set of challenges from scratch, customizing everything from look and feel, to goals and level creation. The vast sets of customization tools that have been developed allow ANYONE to be creative.

The final element of *Create* is the ability to share — everything from individual creations, challenge solutions and any challenges that have been developed. Friends can download and "remix" solutions and set challenges for other players to download and complete. This option will be available on the PC, PlayStation®3 computer entertainment system and Xbox 360® video game and entertainment system, and makes the gameplay experience truly social.

Developed by EA Bright Light™ Studio, *Create* is now available for the Xbox 360®, PlayStation 3 (featuring PlayStation®Move compatibility), Wii™, and Windows PC.

### 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](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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