



EA Brings the Definitive Tetris® Experience to PlayStation® 3

The Tetris® game debuts on the PlayStation Network in high-definition and surround sound, with all-new game modes

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ:ERTS) and Blue Planet Software, Inc., the company that manages the exclusive licensing rights to the *Tetris*® brand, today announced the release of *Tetris* for PlayStation®Network (PSN). Millions of players worldwide on Sony PlayStation® 3 systems will now have the opportunity to download and play the game with crisp 1080p high-definition (HD) graphics, high-quality 5.1 surround sound audio, and all-new ways to play including online against other *Tetris* players from around the globe. The *Tetris* game is one of the best-selling games of all time, with more than 100 million paid mobile downloads.

"EA has developed *Tetris* on more than 15 platforms to date, and we're excited to bring *Tetris* to millions of gamers worldwide on PlayStation Network," said Adam Sussman, Vice President of Worldwide Publishing for EA Mobile. "With new gaming modes, stunning HD visuals and the enhanced audio experience, this truly is the definitive *Tetris* experience for PlayStation Network."

"This is *Tetris* made for a big screen," said Alexey Pajitnov, creator of the *Tetris* game. "We're very excited to bring *Tetris* to PlayStation Network with new game modes offering different and fun new ways to play. With high-definition graphics and surround sound, this *Tetris* game is a full experience. We're thrilled to bring this unique game to longtime fans and new players. We hope everyone shows it off in their home 'theaters!'"

In addition to stellar audio and visual qualities, *Tetris* players can now play online or locally with up to six friends in all-new game modes. For those that play well with others, "Shared" mode enables two players to team-up in a single matrix to combine efforts and clear lines together. On the other end of the spectrum, "Team Battle" is the ultimate competitive match-up that allows two teams of two to play against one another, alternating between offense and defense as they compete for the win. Even the well-known "Battle" mode has been enhanced with new Power-Ups for more fast-paced fun.

And long-time *Tetris* fans need not worry, as *Tetris* for PSN also includes the famous "Marathon" mode. But for a new twist, now multiplayer games let up to four players locally play "Marathon" mode at the same time. Also included is the new "Challenge" mode, which allows players playing "Marathon" mode or any of the 12 variants to try to beat "replays" of either friends or some of the best *Tetris* players in the world. Additionally, players can see how they stack up to the best *Tetris* players internationally by checking out worldwide and regional leader boards, which are refreshed weekly. Assets and additional press information on *Tetris* for PSN can be found at <http://info.ea.com>.

Tetris for PSN was developed by EA Mobile™, known for its solid reputation and market leadership in mobile gaming. Popular EA Mobile games include *SCRABBLE* (in the U.S. and Canada), *Tetris*, *MONOPOLY* and *BATTLESHIP*, which have consistently ranked among top sellers in multiple mobile platforms and, in 2009, *The Sims® 3* was the #1 best-selling game on the Apple App StoreSM. 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 the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25-year history, hundreds of millions of units have been sold. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. The Tetris Company, through its agent Blue Planet Software, Inc., licenses and manages the Tetris intellectual property and franchise worldwide. Today, Blue Planet Software continues to work with licensees to deliver top quality Tetris products that are relevant, fun, and challenging for its millions of players. For the latest information about the Tetris brand and Tetris products, please visit www.tetris.com.

About EA Mobile

EA Mobile™ is the world's leading wireless entertainment publisher with award-winning games such as *Tetris®*, *Bejeweled®*, *The Sims™*, and *Need For Speed™*. 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™ brand, including Madden NFL Football, FIFA Soccer and NASCAR. EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone®, iPad™ and iPod 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™, 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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