



Chillingo Announces 'Cut the Rope Has' Sold More Than Three Million and Reveals Free Brand New Content Coming Soon with 1.1 Update

Om Nom Gains Popularity and Gets a Special Sneak Peak

LONDON--(BUSINESS WIRE)-- Leading independent games publisher Chillingo, a division of Electronic Arts Inc. (NASDAQ: ERTS), announced that ZeptoLab's chart-topping, addictive puzzler, '*Cut the Rope*', has now sold more than three million units worldwide on the Apple App StoreSM. The company also revealed that the game's first free update (version 1.1) will be coming soon for iOS devices.

An exclusive sneak peak can be viewed here: <http://www.youtube.com/watch?v=0UW105ahSjM>

The upcoming *Cut the Rope* 1.1 update will introduce Om Nom fans to an exciting new "Cosmic Box" that contains 25 challenging levels. This spaceship-themed box introduces the lovable green monster to a unique anti-gravity feature that turns physics upside down as Om Nom peers through the box's portholes to see a planet rotating in the distance. The popular game will also bring enhanced retina display graphics, improved scoring accuracy, more expressive Om Nom animations, new musical sounds plus 11 new achievements.

"Chillingo strives to exceed consumers' expectations with our innovative games and *Cut the Rope* is no exception," explains Chris Byatte, Co-General Manager of Chillingo. "We actively listen to audience feedback to deliver the best gaming experience possible whether it's through updated content or modifying areas of concern to optimize the title."

"We thank all of the amazing fans who have shared the joyful fun *Cut the Rope* offers with friends and family to make it a phenomenal success," adds Efim Voinov, CTO of ZeptoLab. "The 1.1 update is just the beginning; we hope to release an additional update just in time for the holidays and bring even more action-packed, Om Nom excitement to your fingertips!"

Cut the Rope blends 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 and iPod touch) and a \$1.99 (iPad) from the App Store 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 about *Cut the Rope* by following <http://www.facebook.com/cuttherope> and http://twitter.com/cut_the_rope

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*TM, *Angry Birds*TM, *Helsing's Fire*, *Predators*TM, *Ice Age: Dawn of the Dinosaurs*TM, *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™, 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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