



EA Launches Free Pogo Games App on the App Store

Consumers Now Have More Ways to Play with Popular Online Gaming Destination Now Available for Free on iPhone and iPod touch

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced that Pogo™, its popular online gaming destination, is bringing the fun to iPhone® and iPod touch® with five of its most popular games in one free* Pogo Games App on the App Store™. Today's announcement extends games from the world's most engaging casual gaming site to new audiences, which is known to millions of monthly active users for its popular puzzle, word, card, casino and board games.



Poppit! is one of the most popular games on Pogo.com, and now available as an iPhone app. (Photo: Business Wire)

"We've been entertaining audiences for more than 10 years, and that experience has given us a deep understanding of the types of games that engage people and keep them coming back for more," said Michael Marchetti, SVP & GM Pogo at Electronic Arts. "With the move to iPhone and iPod touch, we're giving people new ways to play, share and compete—now any moment can turn into a fun moment."

The Pogo Games App will offer a seamless experience for those who play Pogo online, extending rewards, leaderboards and challenges to iPhone and iPod touch users. The Pogo Games App is one of EA's 'freemium' offerings, with an advertising-supported business model which makes its games accessible to everyone. The Pogo Games App features five of the online destination's most popular games, and each game offers a fun, pick-up-and-play challenge, including:

- Poppit!™ Pop groups of balloons of two or more of the same color to release hidden "prizes."
- Word Whomp™— Spell as many words as possible before the clock runs out.
- Turbo 21™— Take on a fast-paced black-jack inspired card game.
- Mahjong Safari — Topple tiles in this classic game of Mahjong with a wild new spin.
- Sweet Tooth™ 2Match three or more sweets in a row to score.

Through In App Purchase of \$2.99, players have the option to upgrade to an advertising-free gaming experience. Members of Club Pogo can also log-in through the app and receive advertisement-free game play.

The Pogo Games App is available from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

* Wireless fees may apply

About Pogo

Known throughout the industry as a pioneer in casual gaming, Pogo has been entertaining audiences for over 10 years. With over 11MM monthly unique visitors and an average 60 minutes visit, Pogo.com is the #1 stickiest site in the World!** Boasting a wide variety of more than 100 free online games including puzzle, word, and classic card and board games, Pogo.com is also the official home to Hasbro online games like Scrabble, Boggle, Yahtzee and Trivial Pursuit. This Winter, EA is extending the fun of Pogo to your mobile and social lifestyle with Applications for the iPhone, iPod touch and Facebook. Pogo is also available Worldwide with local sites and communities in the UK (pogo.co.uk) and Germany (pogo.de).

** Source: Comscore October 2010

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 \$3.7 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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