



EA SPORTS Steps Up to the Plate with Launch of World Series Superstars

Free-to-Play Baseball Now Available

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of *World Series Superstars*, a free-to-play baseball game for Facebook®, that is licensed by MLB Advanced Media and the MLB Players Association. The game is now playable in North America by visiting: apps.facebook.com/worldseriesuperstars.

Leveraging the combined expertise of EA SPORTS™ and Playfish, *World Series Superstars* players will build an ultimate team of professional baseball players, manage the club throughout the year and compete in games against their friends.

"*World Series Superstars* will be a compelling new experience for baseball fans," said Mike Taramykin, Vice President & General Manager of the Social and Digital Game Business Unit, EA SPORTS. "With *FIFA Superstars*, *Madden NFL Superstars*, and *EA SPORTS PGA TOUR Golf Challenge*, EA SPORTS has pioneered new ways for fans to connect to the sports they are passionate about on Facebook. With *World Series Superstars*, we're committed to expanding the social category for sports games and providing baseball fans in North America with an opportunity to connect to the sport in a new way."

Building off the EA SPORTS "*Superstars*" model that offers the opportunity to build, manage and compete with an ultimate team of players, *World Series Superstars* players will have even more control of the action and can now make management decisions from the dugout. Gamers will act as a virtual General Manager and experience all of the excitement of assembling a team of professional baseball players, building the ultimate ballpark and filling it with fans. Gamers can take their all-star squad on the road and compete in live, interactive simulations going head-to-head against friends' ultimate teams in exhibition games, or by working their way up to Major League mode to play against all 30 MLB teams and reach the World Series.

"*World Series Superstars* is the latest great example of EA SPORTS and Playfish bringing major brands and classically social experiences to Facebook," said Katie Mitic, Director of Platform and Mobile Marketing, Facebook. "We're pleased to see EA SPORTS bring the excitement of baseball to the 200 million people who play games on Facebook, and make it easy for them to share the experience with their friends."

World Series Superstars is the fourth EA SPORTS social game for Facebook, and the third of the EA SPORTS "*Superstars*" series of games that have pioneered the free-to-play sports genre on Facebook. *EA SPORTS FIFA Superstars* and *Madden NFL Superstars* were the first EA SPORTS titles available for play on Facebook and are the two leading titles in their respective categories. In addition, EA SPORTS launched *EA SPORTS™ PGA TOUR Golf Challenge* early this year, one of the first live-action 3D sports games on Facebook.

World Series Superstars can be installed and played now by visiting Facebook at: apps.facebook.com/worldseriesuperstars. For more information, visit info.ea.com.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *NBA JAM*, *FIFA Soccer*, *NHL®* hockey, *NCAA® Football*, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR®* golf, and *EA SPORTS Active*.

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>.

About Playfish

Playfish leads the social gaming industry in innovation and creativity with award-winning, category-defining games designed for friends to play together. The company has changed the way people play games by creating more social and connected experiences. Played by tens of millions of people worldwide, Playfish games are amongst the most acclaimed and popular online, including Pet Society, Restaurant City, FIFA Superstars and Madden NFL Superstars. Playfish has development studios in London, San Francisco, Beijing, Tokyo, Montreal, and Tromso, Norway, and is owned by Electronic Arts.

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Electronic Arts Inc.
Jen Riley, 604-456-5081
Communications Director
jriley@ea.com
David Tinson, 650-628-5189
VP, Communications
dtinson@ea.com
or
Playfish
Tom Sarris, 415-578-3194
Dir.of Global Communications
tom.sarris@playfish.com

Source: Electronic Arts Inc.

News Provided by Acquire Media