



EA Rallies Gamers to Raise Over \$1 Million for Japan Earthquake and Tsunami Aid

EA's Global Relief Fund Raising Continues Through 2011 as Japan Recovers

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ:ERTS) is pleased to announce that it has raised over \$1 Million dollars for Japan earthquake and tsunami aid. In the wake of the disaster, EA immediately mobilized internal studios, employees and gamers to join forces and raise relief funds for the people impacted by the disasters. EA implemented giving programs through its titles, fan communities and social gaming platforms, all proceeds of which will be distributed via the Red Cross, Mercy Corps and AmeriCares.

Each respective label and their teams took different routes to fundraising. EA SPORTS™ ran a donation program in *FIFA 11 Ultimate Team* where all proceeds collected in a 24 hour period on March 26 were donated to the Red Cross. Pogo.com™ and *The Sims 3* partnered with the American Red Cross and encouraged their online audiences to support relief efforts in Japan by making donations to a co-branded microsite. The Play4Free EASY studio behind *Battlefield Heroes™* created a "Japan-Outfit" fundraiser promotion which provided gamers with a special outfit that is worn by their in-game character signifying their support for relief efforts. Playfish™ implemented an assortment of in-game fund raising activities throughout their social games on Facebook such as its *MONOPOLY Millionaires* Japanese Pagoda House and *Restaurant City* Garden of Hope promotions. Visceral Games™ also raised funds by auctioning a bevy of team autographed *Dead Space™* memorabilia. BioWare™ will put up four custom painted *Dragon Age™*-branded Xbox 360® and PlayStation®3 consoles autographed by Co-Founders Dr. Ray Muzyka and Dr. Greg Zeschuk for auction on eBay. The EA Partners studio which is currently working with Tokyo based developer Grasshopper Manufacture on its *Shadows of the Damned™* game will make a cash donation to relief funds.

EA also assisted in providing logistical food relief that was performed at EA Canada's Burnaby campus in partnership with the Kids Against Hunger Organization. These employees worked tirelessly for two days packing 100,000 protein-rich meals that were sent to the most severely quake affected areas of northeastern Japan.

"The devastating earthquake and tsunami that struck Japan last month touched everyone at EA," said Curt Wilhelm, Vice President of Real Estate, Facilities and Corporate Services at Electronic Arts. "We're very proud to see our employees and Labels come together quickly and decisively to help those truly in need after such a tragic event."

EA continues its fund raising and matching efforts globally, and is directing the contributions to the Red Cross, Mercy Corps and AmeriCares for Japan disaster relief.

Please visit the following links to make Japan disaster relief donations to the [American Red Cross](#), [Mercy Corps](#), or [AmeriCares](#).

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 BioWare

BioWare develops high quality console, PC and online role-playing games, focused on rich stories, unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles, including *Baldur's Gate™*, *Neverwinter Nights™*, *Star Wars®: Knights of the Old Republic™*, *Jade Empire™*, *Mass Effect™* and *Dragon Age™*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec), Austin (Texas), Fairfax (Virginia) and Galway

(Ireland). Currently announced projects at BioWare include *Mass Effect 3*, *Dragon Age II*, and the story-driven massively multiplayer online game, *Star Wars®: The Old Republic™*. In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit www.bioware.com, or follow us on Twitter at www.twitter.com/biofeed. To join the millions of fans already registered on our community, go to <http://social.bioware.com>.

About GRASSHOPPER MANUFACTURE INC GRASSHOPPER MANUFACTURE INC. is an independent interactive entertainment studio based in Shinjuku-ku, Tokyo. GRASSHOPPER MANUFACTURE was founded in 1998 by CEO Goichi Suda, who is known around the world for his distinctive style and innovative work as a game designer and scenario writer. For more information on GRASSHOPPER MANUFACTURE, visit www.grasshopper.co.jp, or follow us on Twitter at twitter.com/Grasshopper_EN.

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