



EA's Need for Speed Hot Pursuit Tournament Races to Tencent QQ's New Game Center

BEIJING & REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Tencent QQ users, start your engines! Electronic Arts Inc. (NASDAQ:ERTS) will deliver *Need for Speed™ Hot Pursuit Tournament*, a high-octane action game on QQ's new Game Center.

EA makes the announcement today at Tencent Mobile Games Developer Summit (MGDS), part of the Global Mobile Internet Conference (GMIC) in Beijing, China. The company will show a video of *Need for Speed Hot Pursuit Tournament*, which will be the first game to support the highly anticipated new mobile QQ Game Center. The game will be free to play and will be available this summer on the new QQ Game Center.

"EA is excited to be the launch partner on QQ Game Center," said Barry Cottle, Executive Vice President, EA Interactive. "*Need for Speed Hot Pursuit Tournament* combines mobile, social and the online channels so players can enjoy one of the most popular racing games anytime, any way and anywhere with friends."

Senior Executive Vice President of Tencent's Mobile Value-Added Services Division, Mr. Tel Liu said, "We are excited to work with EA to bring this popular video game franchise to our new QQ Game Center, which is the largest of its kind in China and allows mobile users to play with their friends across wireless Internet platforms using different kinds of terminal devices."

Need for Speed Hot Pursuit Tournament on the new QQ Game Center will allow mobile users to connect to an instant message community where they can race against friends on their QQ buddy list as well as strangers. As one of the largest one-stop portable mobile entertainment platforms in China, QQ Game Center provides users with rich content and a new mobile game experience anywhere and anytime. With the widespread coverage of variable terminals, it will offer developers a powerful online interactive and products-launched platform.

EA Mobile is known for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit www.EAMobile.com, join the company on Facebook at www.facebook.com/EAMobile or follow the company on Twitter at <http://twitter.com/EAMobile>.

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>.

About Tencent QQ Game Center

As one of the largest mobile game platforms in China, Tencent QQ game center has been announced as a comprehensive,

upgraded mobile game platform at Tencent Mobile Games Developer Summit (MGDS) 2011, and will be opened to our partners who are interested in the development of the game industry.

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