



EA to Acquire Firemint

Creators of Flight Control and Real Racing to Become a Studio of EAi

MELBOURNE, Australia & REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced an agreement to acquire Firemint Pty Ltd., the leading independent mobile development studio. Based in Melbourne, Australia, Firemint brings a proven powerhouse of creative talent to EAi, with original hits Flight Control and Real Racing for iPhone® and iPad™, and an attractive future slate of games. The deal is not material to EA overall and is expected to close within four weeks. Financial details are not disclosed.

"The Firemint team is remarkable for its critical and commercial success," said Barry Cottle, Executive Vice President and General Manger of EA Interactive. "Having them as part of EAi will accelerate our position as worldwide leader in game development for mobile devices and online gaming platforms."

The agreement follows EA's recent acquisition of Mobile Post Production Inc. (MPP), the worldwide leader in high quality cross-platform development and porting of games for smartphones.

Cottle continued, "The added technical expertise of MPP, combined with the creative talent of Firemint and our EAi studio teams, fuels EA's leadership in delivering top selling, high quality games across mobile phones and smartphones, tablets and future digital interactive entertainment platforms."

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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