



EA Highlights Blockbuster Games and Services for E3 2011

Global Franchises -- Battlefield, Mass Effect, Need For Speed, FIFA — Leading the Digital Transformation on Multiple Platforms

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today revealed the games it will present at the Electronic Entertainment Expo (E3) at the Los Angeles Convention Center (LACC) June 7-9. This year's lineup consists of games spanning a multitude of popular genres, including immersive shooters and role-playing games for hardcore players, revolutionary sports titles for sports fans, as well as mobile and casual games for the whole family.

This year's E3 press briefing, *GAMECHANGERS: EA 2011 Preview* will feature news from big EA titles such as, *Battlefield 3™*, *Need for Speed™ The Run*, *Madden NFL 12*, *FIFA Soccer 12*, *SSX™* and *Mass Effect™*; and the highly anticipated new MMO, *Star Wars™: The Old Republic™*. The briefing will include news and announcements on new games and digital/online initiatives. The briefing can be viewed live exclusively on SPIKE TV Monday, June 6 at 3:30 PM ET/12:30 PM PT or at www.ea.com/e3.

EA Interactive will be hosting media demos throughout E3 for key EA mobile, Chillingo and Playfish titles at the JW Marriott located at 900 West Olympic Blvd. in Salon B.

Titles which will be previewed in EA's booth (#1601) at the LACC include:

Battlefield 3™

Capturing the intense reality of modern warfare across the globe, from the densely populated city streets of Paris to the barren dustbowl of the Tehran desert, *Battlefield 3* is the next installment in the internationally acclaimed *Battlefield* series. *Battlefield 3* is poised to leap ahead of the competition thanks to the power of *Frostbite™*, a game engine that advances the state of the art on both console and PC to serve as the power center to deliver superior performance in character animation, visual rendering, audio/sound and physical destruction. *Battlefield 3* is the only FPS in the marketplace using *Frostbite 2*, and the only shooter capable of making the gameplay experience feel alive with all the sights, sounds, movements and action of real-world incursions. The franchise has always been recognized for its unique and award-winning sandbox gameplay, massive sense of scale, completely destructible environments and diversity of vehicles, but this year, more than ever before, players will feel the physicality of the battlefield and the power of *Frostbite 2* in both the single player and multiplayer campaigns.

- Platforms: PlayStation®3, Xbox 360® and PC
- Street Date: Fall 2011
- ESRB Rating: "RP" for Rating Pending

EA SPORTS™ PGA TOUR Golf Challenge

EA SPORTS PGA TOUR Golf Challenge is a free-to-play social media game that delivers real-time 3D golf on Facebook®. One of the first 3D games of its kind, players will compete with friends on coveted, championship courses such as TPC at Sawgrass, Pebble Beach Golf Links, St. Andrews and more! Tailored to a casual gaming audience, the game features accessible, easy to master game play mechanics, including one-click swing, easy aiming with a mouse or keyboard, an assortment of custom clubs, and a variety of shot types. Play the PGA TOUR Season Mode where you progress through six levels of challenges to reach PGA TOUR Excellence. Daily challenges will allow players to compete against their Facebook friends in 3-hole "sprints" that take less than five minutes to complete, with weekly champions crowned as players vie for golf supremacy on Facebook.

- Platform: Facebook
- Street Date: Now available: apps.facebook.com/pgatourgolfchallenge

- ESRB Rating: NA

FIFA Soccer 12 — Console

The best sports game on the planet brings to the pitch the game-changing new Player Impact Engine, a physics engine built to deliver real-world physicality in every interaction on the pitch. Revolutionary gameplay innovations inspired by the real-world game make *FIFA Soccer 12* deeper and more engaging. All-new Precision Dribbling creates a higher fidelity of touch on the ball for better control in tight spaces, more time to make decisions on attack, and more control over the pace of the game. Innovations in attack are balanced by a re-designed defending mechanism called Tactical Defending, which fundamentally changes the approach to defending by placing equal importance on positioning, intercepting passes and tackling.

- Platforms: Xbox 360 and PlayStation 3
- Street Date: Fall 2011
- ESRB Rating: "RP" for Rating Pending

FIFA Soccer 12 — Handheld

FIFA Soccer 12 is the most innovative, feature-rich, and authentic 3D soccer experience on Nintendo 3DS™. Become a true marksman with all-new optional touch screen controls. Pick a spot precisely from the player's viewpoint using the lower touch screen and then direct a shot with pinpoint accuracy. Whether fans choose to compete as a real-world superstar or re-create themselves in the first-ever 3D Street Soccer Mode, the environment will come alive through an innovative curved pitch that maximizes full 3D effects. *FIFA Soccer 12* features over 500 officially licensed clubs and eight different game modes, including authentic 11 versus 11, head-to-head local wireless play, Be A Pro, Tournament Mode with over 50 real-world competitions, and a full in-depth Career Mode.

- Platforms: Nintendo 3DS
- Street Date: Fall 2011
- ESRB Rating: "RP" for Rating Pending

FIFA Superstars

FIFA Superstars is a free-to-play social game that enables players to build and manage an ultimate team of the world's greatest footballers, and compete with your team against friends on Facebook. Now the largest sports game on Facebook with over 3M monthly average users, *FIFA Superstars* leverages EA SPORTS football licenses for over 30 leagues, 500 teams and 15,000 players. Fans will be able to create a fantasy side by collecting or trading players, challenging friends head-to-head and competing in leagues, or searching out broader leaderboards to compete against the best.

- Platform: Facebook
- Street Date: Now available: apps.facebook.com/fifasuperstars
- ESRB Rating: NA

Kingdoms of Amalur: Reckoning™

Kingdoms of Amalur: Reckoning is the open-world action RPG that gamers have waited for. Developed by three time World Series champion Curt Schilling's 38 Studios and Big Huge Games, *Reckoning* is set in Amalur, a rich and deeply immersive world underpinned by 10,000 years history, created by 22 time New York Times bestselling author, R.A. Salvatore. Immersing players in a rich, living, breathing open-world dripping with magic and rife with danger, underpinned by strong storytelling, *Reckoning* lets players define their destiny as they engage in intense action combat while exploring the huge, vibrant and varied world of Amalur as envisioned by the visionary creator of *Spawn* and acclaimed artist, Todd McFarlane. Designed by open-world RPG legend Ken Rolston, the acclaimed creator of *Elder Scrolls III: Morrowind* and *Elder Scrolls IV: Oblivion*, *Reckoning* will offer players unparalleled choice in a world of infinite possibility. Together, the visionaries and development team behind *Kingdoms of Amalur: Reckoning* are creating a game that will forever change the RPG genre.

- Platforms: Xbox 360, PlayStation 3 and PC
- Street Date: 2012
- ESRB Rating: "RP" for Rating Pending

Madden NFL 12

Madden NFL 12 continues the rich tradition of the storied franchise by bringing fans closer to the NFL than ever before. *Madden NFL 12* transforms on-field action and core gameplay modes, driving innovation in six key areas: Playbooks and Gameplay; Presentation; Franchise and Superstar modes; Dynamic Player Performance; Madden Ultimate Team; and Online Communities. Whether battling your rivals on the couch or online, leading your favorite team to the Super Bowl in Franchise mode, or building the ultimate dream team in Madden Ultimate Team, *Madden NFL 12* is *True* to the NFL, *True* to the Franchise, *True* to the Game.

- Platforms: Xbox 360, PlayStation 3, Wii™, PlayStation®2, PSP®
- Street Date: August 30, 2011
- ESRB Rating: "E" for Everyone

Madden NFL Football — Handheld

Madden NFL Football for the Nintendo 3DS brings your favorite NFL teams to life like never before, in 3D graphics. The action jumps off the screen as you compete in traditional 11-on-11 games or high-flying 5-on-5. Whether you're a *Madden NFL* rookie or an All-Pro, three types of play calling options provide the right amount of depth for every player. Unleash the power of the Nintendo 3DS touch screen to draw your own plays on the fly. *Madden NFL Football* offers a comprehensive handheld experience in 3D, making it the perfect on-the-go game for every football fan.

- Platform: Nintendo 3DS
- Release Date: Now Available
- ESRB Rating: "E" for Everyone

Madden NFL Superstars

Madden NFL Superstars is a free-to-play social media game accessible to millions of NFL football fans. Players get a real NFL experience by building and managing an ultimate team of professional football players to compete in games against their friends on Facebook or against the millions of other Facebook users. In *Season* mode, players compete in increasingly challenging matchups against other player's teams through a progressive ladder to earn championship trophies. *NFL Pro League* mode puts players' *Madden NFL Superstars* teams to the extreme test to compete for supremacy in a series of contests against each of this season's actual NFL teams. *Scrimmage* mode thrusts players into head-to-head contests against their real life Facebook friends for ultimate bragging rights. Features include *Game Changers*, which enables a team to even the playing field against overpowering competition by instantly increasing its scoring potential; the personalization of stadiums with team names and logos; the ability to open player packs to build a team of real NFL stars, and more.

- Platform: Facebook
- Street Date: Now available: apps.facebook.com/maddennflsuperstars
- ESRB Rating: NA

Madden NFL 12 — iOS

The #1 football game on the App Store is back to bring you the most authentic NFL experience for your mobile device. Take your game on the go with all 32 NFL teams, nearly 2,000 players and all-new modes exclusive to the mobile platform. This year, *Madden NFL 12* takes gameplay to a whole new level, including all-new controls and camera angles that deliver the most exciting Madden NFL experience on mobile yet.

- Platforms: iPhone, iPod touch and iPad
- Street Date: August 20, 2011
- ESRB Rating: NA

Mass Effect™ 3

From the award-winning developers at BioWare comes *Mass Effect 3*, the pinnacle of the critically-acclaimed epic action RPG series. The galactic war has begun. An ancient alien race known only as the "Reapers" has launched an all-out invasion of the galaxy, leaving nothing but a trail of destruction in their wake. Earth has been taken, the universe is on the verge of total annihilation and you must lead the counter assault to take it back. The price of failure is extinction. Only you, as Commander Shepard, can determine how events will play out, which planets you will save from annihilation and which alliances you will form or abandon as you rally the forces of the galaxy to eliminate the Reaper threat once and for all.

- Platforms: PlayStation 3, Xbox 360 and PC
- Street Date: CY Q1 2012
- ESRB Rating: "RP" for Rating Pending

NCAA® Football 12

NCAA Football 12 takes the journey of the college athlete to the next level of depth and authenticity. Experience the pride and pageantry of game day Saturday like never before as you go from high school superstar to top college player to head coach in Road to Glory and Dynasty modes. With an enhanced in-game presentation, new traditions, and an all-new collision system, make an impact by leading your team to the National Championship with *NCAA Football 12*.

- Platforms: Xbox 360, PlayStation 3
- Street Date: July 12, 2011
- ESRB Rating: "E" for Everyone

Need for Speed™ The Run

From the Golden Gate to the Empire State, *Need for Speed The Run* takes players on a heart-pounding, high-stakes race that will have players surrounded by a constant feeling of danger. The heat is on and lethal action unfolds as gamers get up-close and personal with Jack, while battling hundreds of the world's most notorious racers. Weaving through dense urban traffic, rocketing down icy mountain passes and navigating narrow canyons at breakneck speeds; players will be challenged in this illicit race for their life. Powered by *Frostbite 2*, Black Box studio makes its return and takes the action racing genre to new heights with stunning visuals and car physics that hug the road at insanely fast speeds. *Need for Speed The Run* will deliver a racing game unlike any other, offering a tough, edgy experience filled with over-the-top Hollywood action, state-of-the-art graphics technology and a deadly story.

- Platforms: Xbox 360, PlayStation 3, Wii, Nintendo 3DS and PC
- Street Date: November 15, 2011
- ESRB Rating: "RP" for Rating Pending

NHL® 12

EA SPORTS™ *NHL 12* wants you to Be the Next Great Legend. Play your way to superstardom in the revamped Be a Pro mode and experience legendary moments in your player career as you shatter records and cement yourself in NHL history. Experience authentic action and energy of real life hockey as the *NHL 12* Full Contact Physics Engine puts you in the rink with everything now live on the ice - shatter the glass, send helmets flying and knock players over the boards and into the bench. Experience a fresh new look and feel with all new gameplay presentation, and, for the first time ever, the chance to lace up outdoors under the lights in one of the biggest hockey events of the season, the NHL Winter Classic at Pittsburgh's Heinz field. This year will be the first to see dynamic goalies in the game; players can knock the net off and make contact with goalies, knocking them down or out of position, as they crash the crease. Watch as goalies fight through screens to make awe-inspiring saves and leave the crease to trade punches with hated rivals during fights.

- Platforms: Xbox 360 and PlayStation 3
- Street Date: September 2011
- ESRB Rating: "RP" for Rating Pending

The Sims™ 3 Generations

Enjoy a whole spectrum of new life experiences in *The Sims 3 Generations* where players can live life to the fullest with their Sims. With new celebrations to dramatic life events, there are even more ways to be creative. Starting off with the precocious childhood years, players can have their Sims play dress-up with the new costume chests and then watch them re-enact their favorite stories in one of three themed tree houses. In the teenage years, players are introduced to the new punishment system in which teenage Sims can be grounded for pulling pranks and trying to sneak out. Those teenage Sims with the rebellious trait will find it harder to stay at home and will want to pull pranks on others while other Sims may go on to become prom king or queen. Adult Sims have the chance to attend or plan bachelor and bachelorette parties, throw lavish weddings, and go through a mid-life crisis where they may change their look or even change careers. *The Sims 3 Generations* players can capture and keep track of their Sims' life moments with an in-game video camera. Via the new memories system, players will also have the option of uploading and sharing their Sims' memories on www.TheSims3.com and Facebook. Whether the player prefers to

design houses as a builder, create moments as a storyteller, be mischievous as an experimenter, or fulfill lifetime wishes as an achiever, they'll be able to explore every phase of life with new gameplay features, moodlets, objects and more that are specific to each age.

- Platforms — PC, Mac
- Street Date — May 31, 2011
- ESRB Rating — "T" for Teen

The Sims 3 Pets

The Sims 3 Pets comes to Xbox 360, PlayStation 3, Nintendo 3DS and PC/Mac this fall. *The Sims 3 Pets* enables anyone to play as they want, whether it's the builder who prefers to customize their Sim to match their pet, the achiever who tries to gain the most Lifetime Rewards, the experimenter who wants to wreak havoc in their Sims lives or the storyteller who captures and shares their stories with their friends. For the first time in franchise history, players will be able to fully control their pets and determine their personality traits. Unique to the console experience, players will use their pets to help their Sims uncover and solve mysteries around town. Exclusively for the Xbox 360, players with Kinect™ can issue voice commands to their pets and Sims. The Nintendo 3DS takes advantage of the hardware's built-in pedometer that tracks players' real life movements. On the PC/Mac version, players now have the opportunity to adopt horses where they'll be able to use their horse as a form of transportation to get around town and also raise and train them to do activities like race and jump hurdles. In *The Sims 3 Pets*, players will be able to create, control and play with life with their pets.

- Platforms: Xbox360, PS3, Nintendo 3DS, PC/Mac
- Street Date: Fall 2011
- ESRB Rating: "RP" for Rating Pending

***The Sims Medieval*™iOS**

Bring your medieval fantasy to life with *The Sims*™ on the go with mobile*The Sims Medieval*™ takes *The Sims* into the Middle Ages for iPhone and iPod touch with all new features, new graphics and new ways to play. For the first time, players can create heroes, venture on quests, and engage in combat. In an ancient land of adventure, drama and romance, players will be able to get medieval like never before.

- Platforms - iPhone
- Street Date: August 2011
- ESRB Rating: NA

SSX™

A modern day reinvention of one of the most critically acclaimed arcade franchises of the last generation, SSX packs adrenaline and reality-defying gameplay into every run. Players will jump into the boots of some of their favorite characters from SSX *Tricky* and SSX 3 to race, trick and survive across the world's most iconic mountain ranges. Based on real-world NASA topographical data, all of the mountain ranges in SSX have been meticulously designed to deliver a gameplay experience that is true to the rich history of one of the most beloved franchises in the video game industry, while bringing it forward to harness the power of current generation of consoles.

- Platforms: Xbox 360, PlayStation 3
- Street Date: January 2012
- ESRB Rating: "RP" for Rating Pending

***Star Wars*™: The Old Republic™**

Star Wars: The Old Republic is a story driven MMO from the story telling experts at BioWare and LucasArts. The game will innovate the MMO genre by building on the traditional genre pillars of combat, exploration and character progression by adding story as a fourth pillar. *Star Wars: The Old Republic* is a fully featured MMO, where players can expect to experience best of breed MMO features including PVP, crafting, trading, and socializing. The Old Republic is set over 3600 years before the rise of Darth Vader, when the galaxy is in the midst of a cold war. Players will be asked to join forces with either the Galactic Republic or Sith Empire and choose one of eight iconic *Star Wars* characters such as a Jedi Knight, Bounty Hunter, Smuggler or Sith Warrior. Every player's story will unfold based on meaningful choices they make throughout the game, as they become the hero of their own personal *Star Wars* saga. Along their journey players will encounter companion characters that will befriend, assist

or possibly betray them based on the choices the player makes. Throughout their adventures, players in *Star Wars: The Old Republic* will be immersed in a vibrant galaxy of planets, engage in heroic battles and experience visceral *Star Wars* combat.

- Platforms: PC
- Street Date: TBD
- ESRB Rating: "RP" for Rating Pending

World Series Superstars

World Series Superstars is a free-to-play baseball game for Facebook, licensed by MLB Advanced Media and the MLB Players Association. *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. Building off the EA SPORTS "*Superstars*" model that offers the opportunity to build, manage and compete with an ultimate team of professional players, *World Series Superstars* gamers 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. Come back daily to predict the outcomes of the real MLB games and earn in-game rewards!

- Platform: Facebook
- Street Date: Now available: apps.facebook.com/worldseriesuperstars
- ESRB Rating: NA

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield, and Mass Effect™. More information about EA is available [at http://info.ea.com](http://info.ea.com).

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