



EA Launches Procter and Gamble's First Social Gaming Campaign in Playfish Social Game Restaurant City

Cleaning Becomes Entertaining and Social Through Virtual Gifts and Game Challenges Featuring Bounty Paper Towel Products

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) today announced a collaboration with Procter and Gamble to feature its Bounty® products in the popular Playfish™ *Restaurant City* social game. Players will be able to utilize Bounty products to further enhance their *Restaurant City* gameplay experience and interactions with friends on Facebook®. The collaboration will feature the integration of Bounty paper towel products in fun and relevant ways and will feature product centric in-game challenges.

In *Restaurant City*, players create and manage virtual restaurants and employ their Facebook® friends as waiters and chefs. Players select from a variety of themes, furniture and equipment to customize and personalize their restaurants for a unique social gaming experience. Players can also visit their friends' restaurants and trade culinary ingredients to create tasty menus which guarantee their restaurant is a virtual foodie favorite. Now *Restaurant City* players can use special Bounty in-game products just as they would in real-life to make sure their restaurants are in tip-top shape.

"Bounty recognized the unique opportunity to build brand awareness and preference amongst the relevant and engaged player audience in *Restaurant City*," said Dave Madden, Senior Vice President of Global Media Sales at Electronic Arts. "This collaboration allows us to not only enhance the gameplay within *Restaurant City* in an authentic way but also provides Bounty with a vehicle to build brand affinity with *Restaurant City* players."

"We are incredibly excited for Bounty to become an integral part of *Restaurant City* during this campaign," said Ihsan Leggett, Assistant Brand Manager for Bounty Paper Towels. "This is a big test for Bounty and P&G as we look to see if we should make further investments into social gaming. We expect great engagement from our consumers in *Restaurant City*."

As part of this multifaceted campaign, *Restaurant City* players that "Like" the Bounty Facebook page are rewarded with a decorative Bounty Tower that when displayed in players' restaurants adds five popularity points to their restaurants. Players will also be presented with two "Bounty Challenges" that kick-start their cleaning quest and opens the door to earning a special Bounty paper towel roll and a dutiful Bounty Janitor to keep things spotless in their restaurants. In the first Bounty Challenge, players are tasked with getting their restaurants "Bounty Clean" by cleaning five messy spills. Upon completing this task, players are awarded with a Bounty paper towel roll that gives them the ability to clean their entire restaurant with one mouse click. In the second Bounty Challenge, players are asked to use their Bounty paper towel roll to clean their restaurants five times to receive the services of the Bounty Janitor who can clean the restaurant 30% faster than a traditional *Restaurant City* janitor. The depth of this integration has been designed to reflect the real-world attributes of Bounty products in relevant ways for players within the game.

Established in 2007 and acquired by EA in 2009, Playfish is the world's #2 publisher of social games on Facebook with popular titles like *Pet Society™*, *Restaurant City*, *FIFA Superstars* and *Madden NFL Superstars*. To date, the robust roster of Playfish social games have been installed more than 320 million times by millions of players around the world on social platforms such as Facebook and others.

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 <http://info.ea.com>.

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News Provided by Acquire Media