



## EA Brings Free Version of Tetris® to Android Today

*One of The Best-Selling Mobile Games of All Time is Now Free for the First Time Ever*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- EA Mobile™, a division of Electronic Arts Inc., (NASDAQ:ERTS) and the world's leading mobile games publisher, along with Blue Planet Software, Inc., the company that manages the exclusive licensing rights to the Tetris® brand, today announced that it will publish a free\* version of the Tetris game set to launch exclusively on Android™ smartphones. Published on over 50 platforms and available in more than 185 countries, the Tetris game is one of the most-played video games in the world and has been embraced by hundreds of millions of fans globally. The free version of Tetris joins the recently launched SCRABBLE Free as EA's second free offering on the Android platform.

"Tetris is one of the most distinctive, well-known and popular video game franchises in the world and it gives EA the opportunity to grow its already-expanding customer base on the Android platform," said Bernard Kim, Vice President of Sales and Marketing for EA Interactive. "Tetris has a strong legacy in the mobile gaming world and we're excited to bring a free version of Tetris to yet another great platform."

The free version of Tetris features new and improved visuals, the famous Tetris music and fan-favorite marathon mode that will challenge even the most seasoned of Tetris veterans. With touch screen controls, longtime fans and newcomers alike can control their game with their fingertips and slide, rotate and drop their Tetriminos into place to clear lines and rack up points. The free version of Tetris also lets players track their stats so they can keep the competition going and improve their high score.

"The Tetris brand is more relevant today than ever and we are thrilled to bring the game to yet another platform," said Henk Rogers, President and CEO, Blue Planet Software, Inc. "Now, with the free version for Android users, fans can fall in love with the Tetris game all over again."

The free version of Tetris is now available in the Android Market at [https://market.android.com/details?id=com.ea.tetrisfree\\_na&feature=search\\_result](https://market.android.com/details?id=com.ea.tetrisfree_na&feature=search_result). For more information about this product, please visit [www.eamobile.com](http://www.eamobile.com).

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit [www.EAMobile.com](http://www.EAMobile.com), join us on Facebook at [www.facebook.com/EAMobile](http://www.facebook.com/EAMobile) or follow us on Twitter at [www.twitter.com/EAMobile](http://www.twitter.com/EAMobile).

\*Wireless fees may apply.

### 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>.

### About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25+-year history, hundreds of millions of players have experienced the Tetris Effect. Tetris has reached over 132 million paid mobile downloads. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. The Tetris Company, through its agent Blue Planet Software, Inc., licenses and manages the Tetris intellectual property and franchise worldwide. Today, Blue Planet Software continues to work with licensees to deliver top quality Tetris products that are relevant, fun and challenging for its millions of players. For the latest information about the

Tetris brand and Tetris products, please visit <http://www.Tetris.com>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6842808&lang=en>

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