



## Rajat Taneja Joins EA as Global Chief Technology Officer

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS), a leading global interactive entertainment software company, today announced Rajat Taneja has been appointed as EA's global Chief Technology Officer (CTO). As CTO, Mr. Taneja will be responsible for driving critical technology decisions and investments for EA on a global basis.

Mr. Taneja joins EA after serving 15 years at Microsoft, most recently as Corporate Vice President, Commerce Division. Mr. Taneja's portfolio while at Microsoft included leading the division responsible for development and deployment of all commerce and transaction technologies across Microsoft's connected services, including Xbox Live®, Windows Phone®, Windows Azure™, Microsoft Office 365, Microsoft adCenter® and MSN®. In previous roles, Mr. Taneja was responsible for leading Microsoft's online digital advertising platforms, as well as the company's first business online service offering.

"Rajat is an exceptional addition to our executive leadership team at EA," said EA CEO John Riccitiello. "His experience building a world-class online commerce and service platform will help EA continue our transformation into a leading provider of digital games and services."

"Gaming is at a technological confluence that is almost unprecedented, where commerce, online delivery of content and services and multiple engagement platforms are converging," said Rajat Taneja. "It's an exciting time to join EA, where they are clearly executing against a vision to lead the industry through this transition and deliver the best content to consumers."

Prior to Microsoft, Mr. Taneja held roles at Digital Equipment Corporation and Wipro Information Technology, Ltd.

### 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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