



Gamers and Publishers Worldwide Log On to Origin

More Players, More Publishing Partners and Great Games Drive Growth for EA's Direct Download Platform

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- With more than 9.3 million registered users and partnerships now with 21 different publishers, Origin™, the direct-to-consumer gaming platform from Electronic Arts (EA) Inc. (NASDAQ:EA) has quickly become one of the industry's leading online game services in just over two quarters since launch.

Origin announced today that seven more publishers have agreed to offer their games for purchase and download. Led by Remedy Entertainment who will bring *Alan Wake* to Origin, additional publishers include Focus Home Interactive, Iceberg Interactive, Strategy First, Macro Games, Selectsoft and Legendo Entertainment. These publishers join 14 previously announced Origin partners, including Warner Bros. Interactive Entertainment, THQ, Capcom, Trion Worlds and Robot Entertainment.

Origin has recently recorded several notable milestones:

- Since June 2011, sales on Origin have generated more than \$100 million in revenue;
- Nearly 40% of all copies for *Star Wars™: The Old Republic™* sold to date were purchased via Origin;
- More than 9.3 million users have registered and downloaded the Origin application, with daily active users peaking at more than one million players.

In addition to more than 100 titles from EA including *Battlefield 3™*, *Star Wars: The Old Republic*, *Need for Speed™ The Run* and *FIFA 12*, top titles from other publishers on Origin include Warner Bros. Interactive Entertainment's *Batman: Arkham City*, *Saints Row: The Third* from THQ and *Rift™* from Trion Worlds.

"The momentum that we've achieved with Origin since launching in June has been incredible, buoyed by great games and great partners," said David DeMartini, Senior Vice President of Origin at EA. "Our fast-growing user base demonstrates the interest from gamers across the world in fully-connected, 365-day digital game experiences. We're committed to evolving and expanding Origin to help players get the absolute most out of their games, and we're just getting started."

In addition to fast and safe game downloads for many of the industry's most popular PC titles, Origin's features provide a more dynamic and convenient play experience for the gamer. Beyond the fast download capability, automatic log-in and built-in customer service, Origin's in-game overlay and chat with friends features make for a more lively social experience, and cloud saves let gamers save and continue games from any computer, anytime, anywhere. Live streaming demos on Origin also allow gamers to try some games before they buy.

For more information about Origin, please visit <http://www.origin.com>. For more information on EA and assets including images, please visit <http://info.ea.com>.

About Electronic Arts

Electronic Arts (NASDAQ:EA) 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>.

EA, the EA logo, Origin, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

BATMAN: ARKHAM CITY software © 2011 Warner Bros. Entertainment Inc. Batman: Arkham Asylum software © 2009 Warner Bros. Entertainment Inc. Developed by Rocksteady Studios Ltd. All other trademarks and copyrights are the property of their respective owners. All rights reserved. BATMAN and all characters, their distinctive likenesses, and related elements are trademarks of DC Comics © 2011. All Rights Reserved. WB GAMES LOGO, WB SHIELD: ™ ® Warner Bros. Entertainment Inc.

THQ and their respective logos are trademarks and/or registered trademarks of THQ Inc. All other trademarks are the property of their respective owners.

Electronic Arts
John Reseburg, 650-628-3601
jreseburg@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media