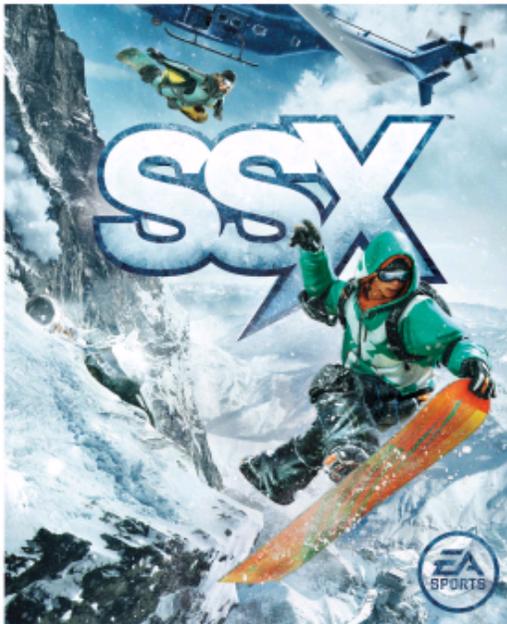




Defy Reality, Own the Planet! EA Sports SSX in Stores Now

Explore Mode, Global Events and RiderNet Headline an Online Feature Set that Will Redefine Social Competition

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced that *EA SPORTS™ SSX™* available in retail stores throughout North America today and by March 2 around the world.* For the first time ever SSX, what IGN® calls "An amazing, exhilarating ride" and "The game this generation has been missing", is available in high definition on the Xbox 360® videogame and entertainment system and PlayStation®3 computer entertainment system. One of the most critically-acclaimed titles coming out of E3, SSX is currently featured on 15 'Most Anticipated Games of 2012' lists.



"We're extremely proud to finally bring back the SSX franchise, one of the greatest wholly-owned IP franchises from EA SPORTS," said Dean Richards, General Manager, Team & Action Sports, EA SPORTS. "We've built SSX with the latest technologies giving it a more modern look and feel, but everyone who has played it has agreed — this is 100 percent SSX at its core."

A modern day reinvention of one of the most critically acclaimed arcade franchises of all-time, SSX will allow players to experience the franchise's signature fun and adrenaline-packed gameplay across iconic regions all over the world. Using NASA topographical satellite data, SSX has a massive world for players to explore. Throughout nine expansive regions, SSX packs reality-defying gameplay into every run letting players Race, Trick, and Survive as they descend huge open mountains. In addition, Explore, Global Events and RiderNet — the SSX recommendation engine - headline an online feature set that will redefine social competition for gamers, making it fun and easy to compete with friends with no lobbies or wait times.

Become a fan of SSX on Facebook via www.facebook.com/easportsssx or follow us on Twitter @EASPORTSSSX. For more information visit <http://www.ea.com/ssx>. SSX was developed by EA Canada and is rated E by the ESRB, and PEGI 3.

For more information about EA SPORTS, including news, video, blogs, forums and game communities, please visit www.easports.com to connect, share and compete. To download assets for *EA SPORTS SSX*, please visit the EA press site at <http://info.ea.com>

DEFY REALITY, OWN THE PLANET! EA SPORTS SSX IN STORES NOW (Photo: Business Wire)

EA SPORTS™ is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA JAM* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

*March 15, 2012 in Japan

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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50184387&lang=en>

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