



August 10, 2012

EA to Showcase This Year's Top Titles at gamescom 2012

New Game Content And Services Bring Players Maximum Choice Across Multiple Gaming Channels

COLOGNE, Germany--(BUSINESS WIRE)-- Electronic Arts (NASDAQ:EA) is set to unveil new game content, features and services from some of its best loved franchises next week at gamescom 2012. Consumers, industry and media from around the world will be able to experience EA's top first person shooter, action, sports, racing, simulation and casual titles across multiple gaming channels. EA's offerings are designed to bring players maximum choice, with deep variety of content and new opportunities for connected play across gaming platforms.

EA's rich portfolio of games this year includes *EA SPORTS™ FIFA 13*, *Medal of Honor™ Warfighter*, *Crysis 3*, *Dead Space 3*, *Need for Speed™ Most Wanted*, *SimCity™* and more.

Jens Uwe Intat, Senior Vice President of EA European Publishing said, "Our industry is changing faster than ever before, and our players demand the quality and strength of our best brands with offerings for all of their gaming devices. We're focused on delivering the franchises they love and keeping them fresh, personal and connected across platforms. Consumers have a lot of great gaming to look forward to this year."

Gamescom takes place in Cologne, Germany from August 15-19, 2012.

Titles available to play on the EA Booth, (Hall 6 / B070) include:

- *Crysis 3**
- *FIFA 13**
- *EA SPORTS FIFA Manager 13*
- *Medal of Honor Warfighter*
- *Need for Speed Most Wanted*
- *Star Wars™: The Old Republic™*
- *SimCity**

NOTE TO EDITORS:

EA Press Briefing: Tuesday, August 14, 4pm (doors open at 3:30pm)

Palladium, Schanzenstraße 36, Gebäude 197, 51063 Cologne

A live stream of the press conference will be available at www.ea.com.

Behind Closed Doors Game Presentations: August 15-17

EA Business Lounge, Hall 5.1 / A010

Army of TWO™ The Devil's Cartel, *Battlefield 3™: Armored Kill*, *Crysis 3*, *Dead Space 3*, *Medal of Honor Warfighter*, *Need Speed Most Wanted*, *The Secret World*, *FIFA 13*, *FIFA Manager*, *NHL 2013*, *SimCity*, *The Sims 3*, select EA Mobile, Chillingo, and PopCap titles.

FOR INVITED GUESTS

gamescom 2012 opening keynote: Wednesday, August 15, 7:30pm

Frank Gibeau, President of EA Labels, will deliver the official opening keynote of gamescom 2012. He will discuss the changing landscape of the gaming industry and reveal why the games we will play four years from now would be unrecognizable to us today. He will look at the industry's transition to digital, direct to consumer offerings and the momentum ahead for connected and innovative online gaming experiences.

**Games nominated for gamescom awards*

Crysis 3: Best PC and Best Console Game Xbox 360

FIFA 13: Best Online Multiplayer Game

SimCity: Best PC Game

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands 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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