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EA Announces TMI Trivia for iPhone, iPad and iPod touch

Innovative Social Game Dynamically Creates Personalized Trivia Content From Players and Popular Media Channels

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced today that it will be releasing a new, personalized and content-rich trivia game, *TMI Trivia*, later this spring. Making its debut exclusively on iPhone, iPad and iPod touch, the pop culture-driven trivia game will provide players with fresh content that directly targets each player's individual interests. Designed to showcase the very latest in pop culture and current events including music, TV, movies, celebrity gossip, fashion, technology and more, *TMI Trivia* creates new trivia questions daily based on what's hot on the web. EA is partnering with major media partners *Variety*, *SPIN*, *Celebuzz*, and *Fanhattan* to deliver exciting, fresh content. Additional brands and partners will be added following the worldwide launch of the game.

To further personalize the game experience, *TMI Trivia*'s daily updated content offers players a chance to answer fun questions about themselves, their friends, and their mutual shared interests. The tailor-made content is generated by utilizing players' iTunes and Facebook profiles to create questions exclusively about and for the player.

"There are three things that make *TMI Trivia* revolutionary," said Jon Dean, Vice President and Executive Producer at EA All Play. "Firstly, our questions are fun because they are about topics you know and love, including music, TV, and movies. Secondly, *TMI Trivia* is a connected, social game, so the questions are always fresh and relevant. Finally, the game is personalized and adapted based on your interests and your friends' interests. The more you play, the more the game gains intelligence of what you like, and it delivers content based on your past playing habits."

Up to five players can compete in asynchronous rounds, answering questions against the clock on the same subject, aiming to get the highest score. The higher the score, the more badges, achievements, and weekly jackpots can be won, all of which can be shared via Facebook Connect.

TMI Trivia will be free to download* and is launching in the Canada App Store next week. The game will be rolled out worldwide later this spring.

Electronic Arts has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA's mobile games, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile. For the latest news on *TMI Trivia*, visit the game's Facebook page at <https://www.facebook.com/TMItrivia>. Assets for the game are available at <http://info.ea.com>.

*wireless fees may apply

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 275 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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Electronic Arts Inc.
Lauren Svensson, 650-628-3138
Senior Publicist
lsvensson@ea.com
Alexis McDowel, 650-628-7703
PR Director
amcdowel@ea.com

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