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## Origin Now Available for Mac

*EA Digital Download Platform Expands To Reach Millions of Mac Gamers Worldwide*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today launched Origin™ for the Mac, a new built-for-platform version of EA's direct download application for Mac users worldwide. Just as it has for tens of millions of PC users, Origin for Mac will offer fast and safe game downloads for many of the industry's most popular titles from EA and publishing partners. Origin for Mac is ready for download today at [www.origin.com/download](http://www.origin.com/download).

Origin for Mac delivers many of the same Origin features that have defined the experience for PC users, including cloud storage to save and continue games, social connectivity via friends lists, and more.

But Origin for Mac will offer additional value to gamers who play on both PC and Mac devices: dual-platform play for select EA titles. With dual-platform play, gamers will buy a game once and be able to download it for both PC and Mac (if the game is available for both platforms). After purchasing the game via Origin on one platform, as soon as a player logs into their other device, the game will appear ready for download in the Origin "My Games" tab.

"Our vision with Origin is to connect your gaming universe online, and today we're taking a major step in expanding our service to reach Mac-based gamers worldwide," said Michael Blank, Vice President of Production for Origin at EA. "In delivering great game content, connecting the Origin service across PC, Mac and iOS devices, and offering great value to gamers with dual-platform play on select EA titles, Origin is making it easier than ever before for gamers to connect and play anytime, anywhere."

Origin for Mac launches with a catalogue of hit titles from EA and publishing partners available for immediate purchase and download, including *Dragon Age™ 2*, *Batman: Arkham City*, *LEGO Harry Potter* and *The Sims™*. In a special launch offer and to celebrate more than a decade of *The Sims*, players can enjoy huge savings across *The Sims 3* franchise on Origin. *The Sims* anniversary sale gives players a chance to download *The Sims 3* base game, plus numerous expansion and stuff packs via the new Origin for Mac application for as little as \$10. These 'simtastic' savings on Origin are available for a limited time, so players should act fast.

For the best experience, Origin for Mac users should be running OS X 10.6.8 or newer with an Intel Core 2 Duo processor or better.

Today, Origin has nearly 40 million users across PC and iOS platforms. Origin for PC offers more than 500 titles from EA and publishing partners around the globe, and is designed to offer a more dynamic and convenient play experience for the gamer. Origin for iOS devices is integrated into more than 50 EA games, offering single ID sign-on across multiple games, cloud saves, friends lists and achievement sharing. For more information, or to download today, please visit [www.origin.com](http://www.origin.com). For the very latest news and offers from Origin, follow [@OriginInsider](https://twitter.com/OriginInsider) on Twitter® or head to [www.facebook.com/OriginInsider](http://www.facebook.com/OriginInsider).

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 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 at [info.ea.com](http://info.ea.com).

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