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EA Announces Tetris Blitz for Apple and Android Devices

First-Ever Freemium Tetris Title Puts a New Twist on Iconic Puzzle Game

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) and The Tetris Company, LLC announced today the development of *Tetris® Blitz*, an innovative new twist on the world famous puzzle game. This lightning-fast, "Blitz"-style game challenges players to race against the clock and contains fresh new features and stunning visuals for the ultimate Tetris experience. Available for both Apple® and Android™ smartphones and tablets, *Tetris Blitz* is EA's first-ever freemium Tetris game.

Tetris Blitz introduces all new strategies to the iconic Tetris gameplay in a two-minute sprint to clear lines and rack up as many points as possible before time runs out. Fans will get blown away by stunning cascades by clearing multiple lines back-to-back, to trigger the elusive Frenzy Mode for a huge score multiplier. Players can also boost their score by choosing from the game's collection of explosive power-ups---- and with new power-ups released every week, the combinations are endless. *Blitz* also innovates on the fan favorite One-Touch controls with the addition of the new "Drag and Place" option, while also including the traditional "Swipe" option for Tetris players who prefer the classic controls.

"*Tetris Blitz* wraps all of the best elements of the iconic Tetris game inside a bite-sized, frenzied experience that is perfect for smartphones and tablets," said Nick Earl, Senior Vice President and General Manager for EA's All Play label. "The crisp graphics, innovative new controls and social leaderboards are bound to make *Tetris Blitz* a captivating gaming experience for longtime Tetris fans and newcomers alike."

Additionally, *Tetris Blitz* will feature Facebook® Connect integration, which will let players compete with friends in a weekly competition, share high scores and brag as they fly past friends on the leaderboards.

"*Tetris Blitz* is a re-imagined extension of the original Tetris game for smartphone and tablet gamers," added Henk Rogers, Managing Director of The Tetris Company. "New additions like the two-minute countdown timer and Facebook Connect are welcome updates to the Tetris legacy and will provide a fast-paced and fun on-the-go experience for today's Tetris gamers."

Tetris Blitz will be available later this spring on the Apple App StoreSM, Google Play and Amazon App Store.

For the latest news on *Tetris Blitz* and to get a notification when it launches, visit the game's Facebook page at www.facebook.com/TetrisBlitz. For additional assets, 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 <http://info.ea.com>.

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About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 29

year history, hundreds of millions of players have experienced the Tetris Effect. Tetris branded games are played over one billion times per month. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit <http://www.Tetris.com>.

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