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Ubisoft Titles Now Ready for Download on Origin

Assassin's Creed III and Other Top Ubisoft Hits Join the Origin Lineup; EA Brings Dead Space 3 and More to Uplay

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Delivering more choice, more great content and more places for gamers to play their favorite games, Electronic Arts Inc. (NASDAQ: EA) today announced that popular PC digital download titles from Ubisoft including *Assassin's Creed® III*, *Far Cry® 3* and *Tom Clancy's Splinter Cell® Conviction* are coming to Origin™. Ubisoft titles are available for purchase and download to PC gamers on Origin starting today in North America, with Europe and Asia availability beginning on February 22.

"The heart of any valuable gaming service is delivering all the great content that players want, and the addition of Ubisoft's top PC titles on Origin, as well as EA's titles to Uplay, is a big win for all of our players," said Michael Blank, Vice President of Production for Origin at EA. "Today, Origin is reaching more players than ever before, and these exciting additions from Ubisoft show how committed we are to continually expanding the roster of hit games available and ready for download on Origin."

In addition, for the first time EA is bringing top PC downloadable titles to the Uplay shop, Ubisoft's digital distribution service. *Dead Space™*, *FIFA Soccer 13*, *Need for Speed™ Most Wanted*, *Mass Effect™* and *The Sims™* are among the first EA games now available worldwide on the Uplay shop. For more information on Uplay and the available titles, players should visit www.uplay.com.

"Making our biggest franchises like *Assassin's Creed* and *Far Cry* available on Origin is a great way of exposing even more PC gamers to these great titles and giving them another choice in where and how they buy their games," said Chris Early, Vice President of Digital Publishing at Ubisoft. "Also, by adding excellent titles from EA to the Uplay shop, we're taking another important step in making Uplay the most rewarding set of services available to our customers."

Today, Origin has nearly 40 million users across PC, Mac® 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, friend lists and achievement sharing. For more information, or to download today, please visit 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.

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.

Origin, *Dead Space*, *The Sims* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. *Battlefield* is a trademark of EA Digital Illusions CE AB. *John Madden*, *NFL* and *FIFA* are the property of their respective owners and used with permission.

About Ubisoft

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified lineup of products and partnerships. Ubisoft has offices in 29 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2011—12 fiscal year Ubisoft generated sales of 1.061 billion euros. To learn more, please visit

<http://www.ubisoftgroup.com>

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