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## Chillingo, Peanuts Worldwide and CGMatic Debut 'Snoopy Coaster' on the App Store

MACCLESFIELD, England--(BUSINESS WIRE)-- Chillingo, leading independent games publisher and division of Electronic Arts Inc. (NASDAQ: EA), independent developer, CGMatic and Peanuts Worldwide today announced the launch of *Snoopy Coaster* on the App Store.

Take Snoopy, Charlie Brown, Linus, Lucy, Peppermint Patty and Woodstock on the wildest rollercoaster ride ever. Speed through loop-the-loops, jump over ramps and avoid pitfalls in this action arcade endless runner.

Featuring the iconic original artwork of the universally adored Peanuts comic, players simply tap the screen to jump and catch coins, pop balloons and avoid careening off the tracks. Ride from the amusement park to snowy mountains to Halloween-themed environments. Fans can chat, swap, share and compete with friends through social network integration as well as collect trading cards to unlock special Peanuts comic strips. Packed with fun at every corner, *Snoopy Coaster* is a must-have for fans everywhere.

*Snoopy Coaster* is available for \$.99 on the App Store<sup>SM</sup> as a universal build for the iPhone®, iPod touch® and iPad® at <https://itunes.apple.com/us/app/snoopy-coaster/id568890139?mt=8>

**Trailer & Screenshots:** <http://chillingo.com/games/snoopy-coaster/>

### About Chillingo

Chillingo, a subsidiary of Electronic Arts, is a leading games publisher on iOS with numerous award-winning hits around the world including Angry Birds, Cut the Rope, Contre Jour, and Anomaly Warzone Earth. The company also publishes games for Android, Windows Phone 7, Steam, and other digital platforms. For more information about the company and its games, please visit [www.chillingo.com](http://www.chillingo.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 <http://info.ea.com>.

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. All other trademarks are the property of their respective owners.

### About Peanuts Worldwide

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. (Nasdaq: ICON) owns, licenses and markets a growing portfolio of consumer brands including: CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), ED HARDY (R), SHARPER IMAGE (R) and UMBRO (R). In addition, Iconix owns interests in the ARTFUL DODGER (R), ECKO (R), MARC ECKO (R), MATERIAL GIRL (R), PEANUTS (R) and TRUTH OR DARE (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments Iconix manages its brands to drive greater consumer awareness

and equity.

### **About CGMatic**

CGMatic Co., Ltd. is a lean and mean game and software development company. Our products include games for the iOS platform. Our vision is to deliver immersive experience to gamers by incorporating cutting edge technology and unique artistic capability. Our founders have years of experiences working in games, movies and IT industries in New Zealand and United States.

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