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## Tune In On June 10 for the Unveil of EA's Next Generation

*"The Download: EA 2013 Preview" Will Feature New Video and Gameplay of EA's Hottest Next-Gen Games*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- The next generation of games from Electronic Arts Inc. (NASDAQ: EA) will finally be revealed on Monday, June 10 at 1:00 p.m. PT (4:00 p.m. ET) exclusively on Spike TV and streaming on [www.ea.com/e3](http://www.ea.com/e3). "The Download: EA 2013 Preview" will feature the a first look at EA SPORTS™ UFC, FIFA 14, Madden NFL 25, NBA LIVE, the latest from *Need for Speed™ Rivals* and the live world premiere of *Battlefield 4™* all-out multiplayer warfare — and other surprises.

E3 attendees will be the first to get hands-on of *Battlefield 4*, experience next generation sports titles in the EA SPORTS IGNITE Lab, test drive *Need For Speed Rivals* and more all at EA's booth #1601 in the south hall. EA will be showcasing titles for the Xbox One™, the all-in-one games and entertainment system from Microsoft, the PlayStation®4 and PC. The Electronic Entertainment Expo (E3) will be held at the Los Angeles Convention Center (LACC) from June 11-13.

Media demos for upcoming mobile titles such as the PopCap™ studio's highly anticipated *Plants vs. Zombies™ EA's Ultima™ Forever* and *Fightback*, developed by renowned studio Ninja Theory and published by Chillingo, will be held at the JW Marriott by appointment only.

Product information, assets and exclusive EA content will be available throughout the show at [www.ea.com/e3](http://www.ea.com/e3). Follow EA on Twitter® at [www.twitter.com/ea](http://www.twitter.com/ea) and on Facebook® at [www.facebook.com/ea](http://www.facebook.com/ea).

### 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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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 [www.ea.com/news](http://www.ea.com/news).

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