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Chillingo Announces Worldwide Launch of Iron Force

Free-to-Play Multiplayer Tank Game Rolls Out on the App Store

MACCLESFIELD, England--(BUSINESS WIRE)-- Chillingo, leading independent mobile games publisher and division of Electronic Arts Inc. (NASDAQ: EA), today announced the worldwide launch of indie developer, CoolFish Games' free-to-play online multiplayer tank game *Iron Force* on the App StoreSM.

The game debuted in Russia last month and earned critical acclaim from gamers by quickly climbing to the top of the App Store charts. Since then, *Iron Force* players have fought nearly 1.5 million matches and fired 15 million shells throughout their fierce battles.

The game allows players to become a tank commander and lead their armored vehicle into battle against players online from around the world.

With two modes of combat including 3 vs. 3 team skirmishes and the classic multiplayer game type free-for-all, *Iron Force* gives players the ability to form mighty legions with their friends and upgrade their tanks with powerful weapons, firepower, armor and stylish patterns and decals.

"We have been working closely with CoolFish Games to ensure that *Iron Force* delivers an unrivaled multiplayer tank experience for consumers so anyone can jump right in and enjoy," explains Ed Rumley, COO, Chillingo. "The overwhelmingly positive response we received in Russia assured us that we were moving in the right direction with this fun, free to play title."

"We wanted players to have a truly immersive tank experience so we focused our development efforts to guarantee that it would shine through the game," said Wu Zhen, General Manager and Lead Programmer, CoolFish Games. "Chillingo's publishing expertise has enabled us to refine *Iron Force* and make it the game we see today. We look forward to nurturing an active community of players to ensure that the fun never ends."

Join the action! *Iron Force* is free to download now on the [App Store](#).

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 8, Steam, and other digital platforms. For more information about the company and its games, please visit www.chillingo.com.

About CoolFish Games

CoolFish Games, an indie game developer with a team of 6 experienced programmers, focusing on developing mobile games. With its talented expertise, CoolFish Games is able to develop games on iOS, Android and other digital platforms. The studio welcomes anyone who shares the same dream and love of game development, and is open to partnerships all around the world.

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 300 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 <http://www.ea.com/news>.

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