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Plants vs. Zombies 2 Reaches Over 16 Million Downloads Worldwide Making It the Biggest Mobile Game Launch in EA History

Five Days After Worldwide Launch, Plants vs. Zombies 2 Has Rocketed to #1 on the App Store in 137 Countries Worldwide

Achieved One of the Biggest Opening Weekends on the App Store Ever for a New Game Title

REDWOOD SHORES, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), today provided early details of the successful worldwide launch of *Plants vs. Zombies™ 2*. The highly anticipated sequel to PopCap's *Plants vs. Zombies*, *Plants vs. Zombies 2* is initially available exclusively for iPhone®, iPad® and iPod touch®, and became available last Thursday in the App Store for free on a worldwide basis.

Plants vs. Zombies 2 has been downloaded more than 16 million times by zealous fans around the world, making it the most successful mobile game launch in EA's history. The game also achieved one of the biggest opening weekends on the App Store ever for a mobile game title. Further, day one downloads nearly doubled EA's previous mobile record, and in five days the game rocketed to the #1 top game position on the App Store in 137 countries worldwide (on either the iPad or iPhone charts). With an App Store rating average of 4.5/5 stars, *Plants vs. Zombies 2* has rapidly become a favorite of critics and consumers alike.

"We are grateful and delighted with the incredible reception *Plants vs. Zombies 2* has received from consumers around the globe," said Tony Leamer, Franchise Business Director for *Plants vs. Zombies*. "We certainly had high hopes for the game, but to see fans playing the game so quickly and in such huge numbers is truly amazing."

To date, the 16 million people playing *Plants vs. Zombies 2* worldwide have collectively cultivated the following fun figures:

- Over 11 billion suns generated
- Over 2 billion zombie waves
- Over 4 billion plants planted
- Over 25 million hours played

A time-traveling adventure that propels players through different historical eras to face off with zombies from various time periods, *Plants vs. Zombies 2* is free to play and can be found on the App Store around the world, in seven different languages with additional languages supported soon. The game will become available for other platforms later this year and beyond.

Additional assets are available at <http://info.ea.com>. Follow *Plants vs. Zombies 2* on [Twitter](#) and [Facebook](#) for the latest news.

About PopCap

PopCap Games is the leading global developer, publisher and operator of casual video games: fun, easy-to-learn, captivating games that appeal to all ages across PC, mobile, social and other platforms. Based in Seattle, Washington, PopCap was founded in 2000, was acquired by Electronic Arts in 2011, and has a worldwide staff of more than 400 people in Seattle, San Francisco, and Shanghai.

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 www.ea.com/news.

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EA
Alexis McDowel, 650-628-7703
amcdowel@ea.com

or
PopCap
Garth Chouteau, 415-602-8147
garth@popcap.com

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