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Chillingo Announces Worldwide Launch of Zya

Free-to-play Music Creation Game Arrives 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 developer, Music Mastermind's free-to-play music creation game *Zya* on the App StoreSM.

In *Zya* players can mash-up world famous hits to make their own songs. Players simply create a beat, lay down a vocal melody and they are on their way to creating a hit. Alternatively, players can create their own unique track with a beat, melody and musical instruments all at the touch of a finger.

Once players are happy with their track they can share it online on YouTube, Facebook, and Twitter.

"We are thrilled that after years of work, *Zya* is now available to music fans and gamers around the world through Apple on the iTunes App Store," said Matt Serletic, co-founder and CEO of Music Mastermind. "*Zya* makes it fun for anyone to interact with music in a whole new way. Whether you want to create a never before heard mash-up, make cool tracks, or sing an original song, *Zya* is for you. Creativity is now available for everyone."

"*Zya* simply isn't like anything we have seen on the App Store so far," said Ed Rumley, COO, Chillingo. "Chillingo has always released innovative and genre-defining games and now we are doing it with the music genre. *Zya* is an incredibly deep game with a deceptively simple interface that makes it easy and fun for anyone to create great music."

Time to become a hit-maker! *Zya* 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 Music Mastermind

Founded in 2008, Music Mastermind creates interactive entertainment technology that gives you the ability experience music in a whole new way. *Zya*, the company's flagship product, allows users to make a new song, mash-up world-famous hits or combine elements of both to create music that is uniquely theirs. The company was co-founded by Grammy Award-winning producer/songwriter and former Chairman/CEO of Virgin Records Matt Serletic and former Managing Director and Global Head of Emerging Markets Corporate Bond Trading at JP Morgan Bo Bazylevsky. Headquartered in Los Angeles, Music Mastermind is a venture-backed startup whose investors include Intel Capital, Liberty Global, and Shea Ventures.

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 [here](http://www.ea.com/news).

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