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Chillingo Announces Worldwide Launch of Fightback

Free-to-play, Action-packed Fighting 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 *Fightback*, from developer Ninja Theory, on the App StoreSM.

From award-winning development studio Ninja Theory, comes a whole new take on mobile action games. Take back the streets and tower blocks in *Fightback*, a free-to-play side scrolling beat-em-up with a unique, gorgeous, 80's action movie aesthetic and revolutionary controls.

"We're very excited to be debuting on mobile and tablet with *Fightback*, a game in which we've delivered beautiful visuals and engaging combat gameplay tailored specifically for touch screen devices," said Dominic Matthews, Product Manager at Ninja Theory. "With the help of Chillingo and by virtue of the game being free, we are looking forward to reaching a wider audience than we have ever been able to before."

"*Fightback* is a truly unique experience on mobile," said Ed Rumley, COO, Chillingo. "Ninja Theory have achieved perfection with their gesture based controls and the game looks phenomenal. We're proud to have helped such a renowned UK studio bring *Fightback* to millions of gamers around the world."

Fightback now. Grab the game for free 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 AndroidTM, Windows Phone 8, Steam, and other digital platforms. For more information about the company and its games, please visit www.chillingo.com.

About Ninja Theory Ltd.

Ninja Theory Ltd. was formed in 2004 by four partners, including current Directors Nina Kristensen (Chief Development Director), Tameem Antoniades (Chief Creative Director) and Jez San OBE (Non-Executive Director). The studio pride themselves on striving for the highest production values and continually pushing the boundaries of technology, art and design to create evermore exciting video game experiences.

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*TM, *Madden NFL*, *FIFA Soccer*, *Need for Speed*TM, *Battlefield*TM and *Mass Effect*TM. More information about EA is available at www.ea.com/news.

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