

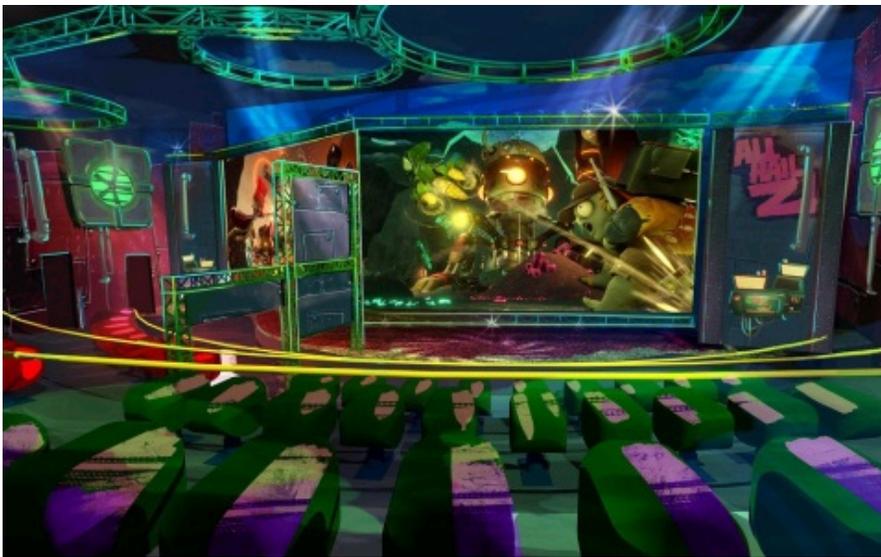


October 8, 2015

PopCap Games and Carowinds to Debut World's First Intra-Active 3-D Attraction

CHARLOTTE, N.C.--(BUSINESS WIRE)-- PopCap Games, creator of some of the world's most beloved video game franchises and an Electronic Arts Inc. (NASDAQ: EA) studio, and Carowinds, the premier entertainment destination of the Carolinas, are leading the charge as innovators in the amusement park industry by announcing a new digital experience. Carowinds will open the world's first intra-active 3-D game experience, *Plants vs. Zombies™ Garden Warfare: 3Z Arena* in spring 2016 - adding to the park's family line-up of thrills for all ages.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20151008005130/en/>



POPCAP GAMES AND CAROWINDS TO DEBUT WORLD'S FIRST INTRA-ACTIVE 3-D ATTRACTION (Photo: Business Wire)

and motion-based seats, to enjoy outrageous and imaginative encounters with their competition. Teams will compete in the *Plants vs. Zombies* universe during an almost five minute backyard battle, where they'll shoot screens with blasters and track their scores as they go.

"We're always striving to create new and unique ways for people to experience the *Plants vs. Zombies* universe," said Jeremy Vanhoozer, Senior Creative Director, *Plants vs. Zombies* franchise. "Our franchise is all about creating fun moments and doing things differently. This first ever interactive *Garden Warfare* attraction from Carowinds will be unlike anything people have seen before and we can't wait for them experience it next spring."

"*Plants vs. Zombies Garden Warfare: 3Z Arena* is another example of how Carowinds is committed to bringing unique and innovative experiences that the entire family can enjoy together," said Mike Fehnel, Carowinds Vice President and General Manager. "This wildly popular brand has such a universal appeal and aligns perfectly with our promise to deliver the best day experience ever."

Additional information on *Plants vs. Zombies Garden Warfare: 3Z Arena* includes:

- 68 motion-based seats equipped with hand-held laser devices
- Nearly 3,600 square foot arena
- Two 14'6" x 26' screens with independent 5.1 surround sound

The new attraction, exclusive to Carowinds, will be based off the *Plants vs. Zombies Garden Warfare* franchise - a hilarious and over-the-top shooter videogame series that drops you into a crazy, all-out battle between plants and zombies in their fight for suburbia. The newest release from the franchise, *Plants vs. Zombies Garden Warfare 2*, will also launch spring 2016 and for the first time, zombies have taken over and plants are on the attack. Players will be able to join the battle with new characters including Super Brainz, a zombie super hero who thinks he's an 80's action movie star, and Citron, a bounty-hunting orange from the future.

An intra-active experience means the attraction allows players to interact with the opposing team's screen. Guests will step inside the state-of-the-art *Plants vs. Zombies Garden Warfare: 3Z Arena* complex decked with 3-D technology, massive screens, surround sound

- The attraction will run approximately ten times per hour to accommodate between 600-700 people
- Players will be able to purchase photos in the *Plants vs. Zombies Garden Warfare: 3Z Arena* retail store
- *Plants vs. Zombies Garden Warfare: 3Z Arena* will be located inside the Action Theater, in the County Fair section of the park

Guests will be able to play all season long by purchasing a 2016 season pass or renewing their current season pass for the lowest price of the year. For more information, visit carowinds.com.

Assets:

To download assets for the *Plants vs. Zombies Garden Warfare: 3Z Arena* intra-active 3-D experience, please visit the [Carowinds Media Center](#).

About Carowinds

Carowinds is owned and operated by Cedar Fair Entertainment Company, a publicly traded partnership that is listed for trading on The [New York Stock Exchange](#) under the symbol "FUN." In addition to Carowinds, Cedar Fair owns and operates ten other amusement parks including Cedar Point in Sandusky, OH, three water parks, one indoor water park, and five hotels. Cedar Fair also operates the Gilroy Gardens Family Theme Park in California under a management contract.

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 around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 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, EA SPORTS™, FIFA™, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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Electronic Arts Inc.
Melissa Ojeda, 650-628-7870
Manager, Public Relations
mojeda@ea.com

or
Carowinds
Laresa Thompson, 704-587-9050
Manager, Public Relations
laresa.thompson@carowinds.com

Source: PopCap Games

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