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Party with the Minions in *Minions Paradise*, an All New Game Available Now on Mobile

Game Introduces Fans to Phil, a New Minion Exclusive to Minions Paradise

LOS ANGELES--(BUSINESS WIRE)-- It's time to get this party started! Electronic Arts (NASDAQ:EA), Illumination Entertainment, and Universal Partnerships & Licensing today announced that *Minions Paradise*™ is available now as a free download* in the [App Store](#)™ and on [Google Play](#).

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151013005242/en/>

Check out the intro to the game here:

<https://www.youtube.com/watch?v=t9XfjB5QT08>

As part of an unprecedented creative collaboration between the game makers at EA and the film makers at Illumination Entertainment, the creators of the sweet yet subversive Minions and force behind the Despicable Me global film franchise, *Minions Paradise* introduces players to Phil, a totally new Minion created exclusively for the game. It also features a variety of lively animations that bring all the humor and mayhem of the Minions to life. Designed to grow over time with the Minions universe, *Minions Paradise* will provide players with new gaming experiences for years to come.

Minions Paradise takes players on the vacation of a lifetime. When Phil sinks the cruise ship carrying his Minion buddies, he must turn a deserted tropical island into the perfect paradise for his pals. In *Minions Paradise*, players find fun and surprises around every corner of their own private retreat, as they're invited to:

PARTY WITH YOUR FAVORITE MINIONS

Phil's turning the island into a party-paradise and you're invited - along with Kevin, Stuart, and Bob from the MINIONS movie! Help Phil organize the ultimate Minion party and see how it transforms your island into the perfect getaway.

UNLEASH YOUR CREATIVITY

Customize your island with hot tubs, hammocks, and beach volleyball courts. Plant firefly trees, harness power from electric eels, and grow bushels of bananas to make an island paradise for Phil and his Minion buddies.

EXPLORE YOUR PARADISE

The more land you get, the more fun your Minions will have! You can also become an expert at alligator waterskiing, throw mangoes from hot air balloons, and even dive off waterslides.

TAKE VILLAINOUS VACATIONS

All Minions need a villainous boss to serve! Aid Phil in building a special resort for all your favorite villains from the MINIONS movie. Help these despicable characters enjoy paradise while putting their own dastardly plans into motion.

For news and updates on *Minions Paradise* visit www.minionsparadise.com. Like us on [Facebook](#) and follow us on [Twitter](#).

**Network fees may apply and includes in-app purchases.*

About MINIONS

The story of Universal Pictures and Illumination Entertainment's **MINIONS** begins at the dawn of time. Starting as single-celled yellow organisms, Minions evolve through the ages, perpetually serving the most despicable of masters. Continuously

unsuccessful at keeping these masters—from *T. rex* to Napoleon—the Minions find themselves without someone to serve and fall into a deep depression.

But one Minion named Kevin has a plan, and he—alongside teenage rebel Stuart and lovable little Bob—ventures out into the world to find a new evil boss for his brethren to follow. The trio embarks upon a thrilling journey that ultimately leads them to their next potential master, Scarlet Overkill (Academy Award[®] winner Sandra Bullock), the world's first-ever female super-villain. They travel from frigid Antarctica to 1960s New York City, ending in mod London, where they must face their biggest challenge to date: saving all of Minionkind... from annihilation.

Featuring a soundtrack of hit music from the '60s that still permeates our culture today, *Minions* is produced by Illumination's Chris Meledandri and Janet Healy, and is directed by Pierre Coffin and Kyle Balda. Brian Lynch has written the screenplay for the 3D-CG comedy adventure, and Chris Renaud serves as executive producer of the film. www.minionsmovie.com

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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About Illumination Entertainment

Illumination Entertainment, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of all-audience event films. In July 2010, Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, released its first film, *Despicable Me*, starring Steve Carell, which earned more than \$540 million worldwide and launched a beloved global franchise. With the success of 2011's *Hop* (over \$183 million worldwide), 2012's *Dr. Seuss' The Lorax* and 2013's juggernaut *Despicable Me 2*—the highest-grossing first-run film in Universal's history and the year's third-highest-grossing film at the worldwide box office—Illumination's films have made almost \$2 billion. Universal and Illumination's next film *Minions*, starring Academy Award[®]-winner Sandra Bullock and Jon Hamm, written by Brian Lynch, and directed by Pierre Coffin and Chris Renaud, arrives in theaters on July 10, 2015. Fans may also experience Minion Mayhem in 3D with the Ultra-HD movie motion simulator adventure at Universal Orlando Resort and Universal Studios Hollywood.

About Universal Partnerships & Licensing

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product licensing, film, home entertainment and television promotions, and corporate alliances for Universal's theatrical, home entertainment, television, theme parks and stage productions. This dedicated division is also responsible for monetizing the company's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world renowned theme parks, and a suite of leading Internet - based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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