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EA Unveils First Live Demo of Real Racing 3, Optimized for iPhone 5

#1 Mobile Gaming Publisher to Optimize Key Titles for iPhone 5

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today gave the first live demo of *Real Racing 3*, its forthcoming title for iOS. *Real Racing 3*, which is developed by the EA Firemonkeys studio, will bring the ultimate racing experience to iPhone 5 later this year, taking full advantage of its brilliant 4" Retina display and enhanced graphics capabilities and processing power, making it one of the sharpest, most exciting ways to experience the premier racing game.

Boasting console quality graphics, *Real Racing 3* features dynamic reflections, plus an all-new rearview mirror that will give players important cues about their competitors, as well as time shifted multiplayer, a brand new feature that leverages Game Center iOS 6 challenges.

"Apple technology continues to evolve the mobile games experience, and we believe games like *Real Racing 3* best highlight what consumers have to look forward to with these advancements," said Rob Murray, Executive Producer at the EA Firemonkeys studio. "The game's dynamic reflections, sharp track shadows and other beautifully detailed assets will take full advantage of iPhone 5's new visual capabilities and greater performance to deliver a mobile gaming experience that rivals many console games."

In addition to *Real Racing 3*, EA also plans to optimize key titles for iPhone 5 that will launch this fall. As the leading publisher of mobile games worldwide, EA has delivered quality content for iPhone since the App StoreSM launched in 2008, and has more than 500 games currently available for iPhone across the EA MobileTM Chillingo and PopCapTM portfolios.

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, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The SimsTM, Madden NFL, FIFA Soccer, Need for SpeedTM, BattlefieldTM and Mass EffectTM. More information about EA is available bit.ly/info.ea.com.

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