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## EA COO Peter Moore to Deliver Keynote at 2012 GameStop Managers Meeting

SAN ANTONIO--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) will showcase its biggest upcoming franchises to over 5,500 GameStop managers at the 2012 GameStop Managers Meeting on August 28 in San Antonio. EA COO Peter Moore will kick off the event with a keynote address giving an inside look at EA's lineup set to hit the shelves in the coming months.

GameStop managers won't be the only ones to be able to get their hands on the latest EA titles — the general public will be able to demo *Need for Speed™ Most Wanted*, *Medal of Honor™ Warfighter*, *Crysis® 3*, *SimCity™*, *Madden NFL 12* and *FIFA 13* before release at the first-ever GameStop Expo 2012 at the Henry B. Gonzalez Convention Center the following day.

"GameStop is a vital partner for EA, with the store managers on the front lines connecting with gamers every day," said Peter Moore, Chief Operating Officer of EA. "I'm looking forward to giving this important audience a close-up look at some of the most exciting and innovative titles that we're bringing to market this year."

Tony Bartel, President of GameStop said, "Our customers and associates always eagerly anticipate the biggest and best from EA, so we're pleased to have their lineup at our event and offer hands-on access to some of the most anticipated titles coming to our stores this year."

For more information on EA titles including press assets, visit <http://info.ea.com>. For more details about GameStop's first ever Consumer EXPO, visit [www.powerupwards.com/PUR/index/EXPO](http://www.powerupwards.com/PUR/index/EXPO).

### 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 Sims™*, *Madden NFL*, *FIFA Soccer*, *Need for Speed™*, *Battlefield™* and *Mass Effect™*. More information about EA is available at <http://info.ea.com>.

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