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EA & World Series of Poker Team Up and Launch Authentic Poker Game for iPhone, iPad and iPod Touch

World Series of Poker Presented by EA Available Now in the App Store

LAS VEGAS--(BUSINESS WIRE)-- Poker players, prepare for some serious action. EA Mobile™, a division of Electronic Arts, Inc. (Nasdaq:EA) and the world's leading mobile games publisher, along with Caesars Interactive Entertainment, Inc. (CIE), one of the largest online, mobile and social gaming company focused on casino-style entertainment, today announced the launch of **World Series of Poker® Presented by EA**. The new, true-to-life, play-for-fun poker app brings one of the most trusted names in poker to iPad, iPhone and iPod touch devices worldwide.

With features and functions pulled straight from live action, **World Series of Poker** deals fans the thrill of playing in the World Series of Poker (WSOP) tournament, all from their iPhone, iPad or iPod Touch. The app is designed to appeal to novices and pro players alike with the challenge of going after virtual bracelets and rings, VIP rooms and Pro status levels that can only be earned with skill.

"EA and Caesars have teamed up to bring the most authentic poker game to the App Store," said Bernard Kim, Senior Vice President of Social and Mobile Publishing at EA. "We've taken the adrenaline rush of playing at the table and combined it with stats to help you anticipate your opponents' moves for a truly fun and competitive game that fans can play anytime. No other app captures the true poker experience like **World Series of Poker**."

World Series of Poker is packed with features that give fans the ability to:

- Enjoy multiple game modes including two different styles of poker with Texas Hold'em and Omaha Poker.
- Play with friends and people around the world at any time via Facebook with anonymous login options coming soon.
- Participate in tournaments to collect virtual WSOP rings and bracelets just like the pros.
- Become a VIP player to track and analyze over 25 statistics including the frequency of raises and the percentage of folds pre-flop.
- Chat in real time with other players and send virtual gifts like energy drinks, sunglasses or even pets like pandas and cobras to friends in-game.
- Earn Pro status to play in exclusive high-stakes tables with other gamers that play like the pros. Higher bets mean a better return on investment for the hardcore player.
- Purchase additional chip stacks and gold in game in addition to winning at tables and through tournaments

"We are excited to partner with EA and bring a fun and authentic poker experience to your phone or tablet," said CIE Chief Financial Officer Craig Abrahams. "The WSOP defines the ultimate poker experience and now EA is helping bring the virtual Vegas experience to our customers across multiple mobile devices worldwide."

EA and CIE, the interactive arm of Caesars Entertainment Corporation joined forces on game design and concept to develop **World Series of Poker** to appeal to both the casual and experienced gaming and poker enthusiast. **World Series of Poker** is now available for free worldwide on the iPad, iPhone, iPod touch on the [iTunes App Store](#) and coming this month to Google Play. For more information on the game, please visit www.WSOPMobile.com or www.facebook.com/WorldSeriesOfPokerbyEA. To view the launch trailer for **World Series of Poker** please visit this [link](#)

About Electronic Arts, Inc.

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>.

About Caesars Interactive Entertainment, Inc. (CIE)

Caesars Interactive Entertainment is one of the largest online, mobile and social gaming company focused on casino-style entertainment (a subsidiary of Caesars Entertainment Corporation, the world's most diversified gaming company). CIE owns the World Series of Poker, Playtika, a social games developer of popular titles including Slotomania and Caesars Casino, and also licenses its brands in legal real money gaming jurisdictions including the United Kingdom, France and Italy. CIE is actively pursuing further expansion and acquisitions to build upon its capabilities and product portfolio.

About the World Series of Poker (WSOP)

The World Series of Poker (WSOP) is the largest, richest and most prestigious gaming event in the world awarding millions of dollars in prize money and the prestigious gold bracelet, globally recognized as the sport's top prize. Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker's longest running tournament in the world, dating back to 1970. In 2011, the event attracted 75,672 entrants from 105 different countries to the Rio in Las Vegas and awarded over \$192 million in prize money. The WSOP has formed groundbreaking alliances in broadcasting, digital media and corporate sponsorships, while successfully expanding the brand internationally with the advent in 2007 of the World Series of Poker Europe. For more information on the World Series of Poker, please visit our website at www.WSOP.com, join us on Facebook at www.facebook.com/WorldSeriesofPoker or follow us on Twitter at www.twitter.com/WSOP.

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