



## Electronic Arts Seeds the Ground for My Garden in 3-D

### *New Gardening Game to Blossom on Nintendo 3DS*

REDWOOD CITY, Calif., Sep 15, 2010 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ: ERTS) today announced *My Garden* for the Nintendo 3DS(TM), a new title in development that will allow players to create custom gardens in a variety of unique and beautiful environments. Optimized for the coming 3-D platform, *My Garden* will offer graphics that bring flowers to life in a vibrant and realistic manner. Digital gardeners will get to choose from hundreds of flower and plant varieties as well as unique items to design, cultivate and enhance landscapes. *My Garden* is scheduled to be unveiled at EA's Tokyo Game Showcase on September 15, 2010.

"With *My Garden*, our aim was simple: to make something beautiful that comes to life on the Nintendo 3DS like no other platform," said Rod Humble, Executive Vice President of the EA Play Label. "We hope to offer a game that's so immersive that it truly brings the delight of owning a garden to life through a visually stunning 3D experience."

With the help of a cute sidekick named Tanuki, players will test their green thumbs on a variety of missions that inspire them to create beautiful outdoor spaces in six unique environments such as an arid desert, the banks of a cascading brook, and a lush rainforest. Gardeners will snap a photo of their creations with the game's free-roaming in-game camera in order to unlock rare and exotic flowers. Along the way, *My Garden* players will also unlock more than 20 different abilities for Tanuki, who uses those attributes, plus a little magic, to help the garden reach its full potential.

Every gardener will have a bouquet of flowers and items to choose from in creating his or her own floral paradise. As new growth begins to push, the flora comes alive in a resplendent array of colors and textures, attracting natural garden visitors ranging from birds to butterflies, insects and other creatures. If a player wants a few more feathered friends in the garden, simply whistle bird calls into the Nintendo 3DS microphone to summon additional members of the flock. Alternatively, if too many unwanted visitors arrive at the garden gate, a quick shake of the Nintendo 3DS will send them scattering while also dispensing in-game coins that can be used to add a variety of new garden tools and more plants.

*My Garden* will be released alongside the hardware launch of the Nintendo 3DS. For more information on *My Garden*, please visit: [www.ea.com/mygarden](http://www.ea.com/mygarden).

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS(TM), EA Mobile(TM) and POGO(TM). In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6425538&lang=en>

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