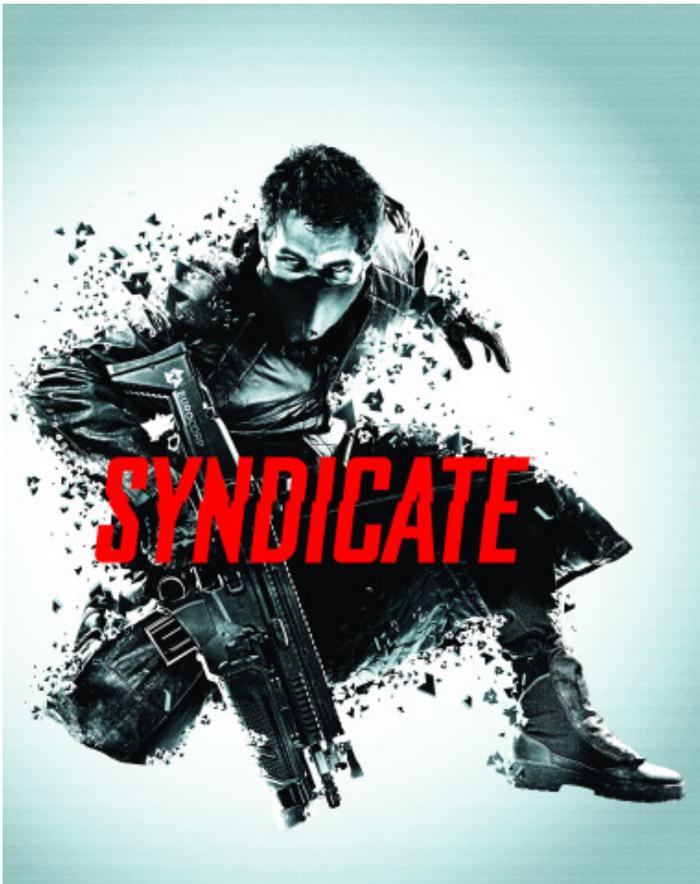




EA and Starbreeze Studios Announce the Revival of the Cult Classic Franchise *Syndicate*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) and Starbreeze Studios today announced the reinvention of *Syndicate*, a storied franchise at EA. Created by an all-new development team from the awarding-winning studio that brought gamers *The Chronicles of Riddick* and *The Darkness*, Starbreeze Studios delivers a unique and brutal sci-fi first-person shooter experience set in a not too distant future, where business is war. Players take on the role of Miles Kilo, Eurocorp's latest prototype agent, and embark on an epic action adventure full of corruption and revenge.



(C) Electronic Arts. Image from *Syndicate* videogame. another layer of depth to the overall experience."

"We are excited to finally reveal what we've been working on the past couple years," says Mikael Nermark, CEO of Starbreeze Studios. "It's been a great experience working with EA, and an amazing opportunity for us to use our expertise in the first person shooter and action genres to bring back, and reignite, the signature action/espionage gameplay of *Syndicate*."

Set in 2069, *Syndicate* takes players into a dark, Machiavellian world run without government oversight with many syndicates vying for total dominance of their local market place. With no one to question their intentions or actions, three mega corporations — Eurocorp, Cayman Global, and Aspari — are at the forefront of this brutal war for control of the pivotal American market. In the world of *Syndicate*, everything is digitally connected, including the people. Players aren't limited to the weapons in their hands. Through DART 6 bio-chip technology implanted in their head, players can slow down time and breach the digital world around them to take down their foes using a variety of upgradable hacking mechanics. *Syndicate's* blend of fast-paced, futuristic, action shooter settings and story combined with innovative chip breach gameplay instantly immerses players in a unique digital world.

"Our goal with *Syndicate* is to provide a challenging action shooter for today's gamers as well as fans of the original. I'm sure they will enjoy and recognize the legacy that made it such a classic," says Jeff Gamon, EA Partners Executive Producer. "Fans of the franchise will recognize many weapons and environments in the game, but in a whole new way. The game also provides a separate and deep 4-player co-op mode featuring missions from the original cult classic, which adds

Syndicate will be available in early 2012 for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system and the PC. For more information on *Syndicate*, please visit www.syndicate.ea.com.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises 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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About Starbreeze AB

Starbreeze is a game developer based in Uppsala, Sweden. The company was founded in 1998, and has 92 employees. Previous games include Chronicles of Riddick, and The Darkness. The company is listed on Aktietorget and has about 5000 shareholders. For more information, visit www.starbreeze.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6856691&lang=en>

EA Games Label

Jino Talens, 650-628-9111

Senior Publicist

jtalens@ea.com

Peter Nguyen, 650-628-3607

PR Director

pnguyen@ea.com

Tammy Levine, 650-628-7223

VP of PR

tlevine@ea.com

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