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All-New Game Celebrates the 30th Anniversary of E.T. The Extra-Terrestrial

Chillingo Brings 'E.T.: The Green Planet' to the App Store for iPhone, iPad & iPod Touch

MACCLESFIELD, England--(BUSINESS WIRE)-- Relive the adventure and magic of E.T. in an amazing all-new game! Leading games publisher Chillingo, a subsidiary of Electronic Arts Inc. (NASDAQ: EA) today announced, in conjunction with Universal Partnerships & Licensing, its new 'E.T.: The Green Planet' game for iPhone, iPad and iPod Touch is now available on the App Store. The new game was developed by Strawdog Studios in partnership with Big Play Digital. In celebration of the 30th anniversary of the ground-breaking film E.T. The Extra-Terrestrial, users can now experience their own interactive journey as E.T. returns home to The Green Planet.

The new game allows players to fly past the moon and soar across the stars together with our beloved extra-terrestrial. Once home, E.T. must save the dying planet by creating enchanted gardens full of intergalactic plant life. Players can use E.T.'s magic healing touch to breed new and exotic species.

"*E.T. The Extra-Terrestrial* is one of the greatest science-fiction films ever made and conjures up nostalgia for countless fans around the world. We are excited to commemorate this global cultural phenomenon by publishing an amazing new game," explains Chris Byatte, co-general manager and co-founder of Chillingo.

"As fans ourselves, we are proud to work closely with Universal Partnerships & Licensing to introduce players to the fantastical and beautiful home planet of E.T.," adds Joe Wee, co-general manager and co-founder of Chillingo.

With E.T.: The Green Planet gamers can:

- Experience the mysterious world of The Green Planet and its inhabitants.
- Meet E.T.'s wise teacher, Botanicus, and an army of Micro Tech workers who help you breed new and exotic plant species.
- Grow and nurture new plant varieties and watch your garden grow.
- Collect recognizable artifacts from the film and construct a communicator to contact Earth.
- Cross-breed seeds to create amazing new plant hybrids.
- Beautiful original artwork and animation brings the planet to life.
- Visit your friends' gardens on The Green Planet and invite new players via Facebook and Twitter.

E.T.: The Green Planet is available for free from the App Store on iPhone, iPad and iPod Touch or at www.itunes.com/appstore.

Screenshots and game trailer are available here: <http://www.chillingo.com/games/et-green-planet/>

Also, for a limited time only, receive "Gertie's Geranium" as a free in-game gift with the purchase of *E.T. The Extra-Terrestrial* Anniversary Edition Blu-ray™ Combo Pack debuting on Blu-ray™ for the first time ever today. Featuring an all-new, digitally remastered picture, as well as all-new 7.1 surround sound, the Blu-ray™ Combo Pack includes the 1982 theatrical movie, an all-new interview with Spielberg, and "The E.T. Journals," featuring never-before-seen footage from the set of the film.

About E.T.

Relive the adventure and magic in one of the most beloved motion pictures of all-time, *E.T. The Extra-Terrestrial*, from Academy Award-winning director Steven Spielberg. Captivating audiences of all ages, this timeless story follows the unforgettable journey of a lost alien and the 10-year-old boy he befriends. Join Elliot (Henry Thomas), Gertie (Drew Barrymore) and Michael (Robert MacNaughton) as they come together to help E.T. find his way back home. Now digitally remastered with

enhanced picture and sound for its 30th Anniversary, *E.T. The Extra-Terrestrial* is "one of the great American films" (Leonard Maltin) that forever belongs in the hearts and minds of audiences everywhere.

About Chillingo

Chillingo, a subsidiary of Electronic Arts Inc. (NASDAQ: EA), is a leading games publisher on iOS with numerous award-winning hits around the world including Angry Birds, Cut the Rope, Contre Jour, and Anomaly Warzone Earth. The company also publishes games for Android, Windows Phone 7, Steam, and other digital platforms. For more information about the company and its games, please visit www.chillingo.com.

About Universal Partnerships & Licensing

UP&L oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

About Strawdog Studios

Strawdog Studios is an innovative and modern video game development company based in Derby, UK. Formed in 2003 by industry seasoned individuals, our combined experience covers a wide spectrum of game development disciplines and genres. Strawdog Studios develop both original and contract (license/conversion) titles for publication on Xbox 360, Wii, PS3, PC and iPhone using our in-house, cross-platform technology.

About Big Play Digital

Big Play Digital partners with global sports and entertainment brands to create games for mobile devices. Big Play works on a license or co-production basis with brands whilst investing its own capital to create new revenue streams for brand owners in the lucrative mobile games market.

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