



EA To Unveil EA Legend Campaign Insights Suite at Advertising Week In NYC

Actionable Insights from EA Legend to Help Videogame Ads Compete for Premium TV Ad Dollars

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) today announced *EA Legend*, a dynamic platform developed to provide marketers with campaign and audience insights across mobile, social, online and console games reaching over 300 million* people worldwide. The insights suite aggregates metrics, brand impact, social buzz, ad effectiveness, and ROI across all of EA's ad products and platforms. *EA Legend* is powered by nPario, an expert in providing data products and services that enable companies to deliver better and more relevant experiences to their audiences and marketers. *EA Legend* will be presented to conference attendees for the first time ever at this year's Advertising Week in New York City, NY on October 4, 2011 at 4pm EST.

"EA increased its worldwide audience reach by 30% this year across its mobile, social, online and console products. Combining that major jump in reach with the launch of *EA Legend* puts us in perfect position to compete directly for ad dollars that have traditionally gone to TV," said Dave Madden, Senior Vice President of Global Media Solutions at Electronic Arts. "*EA Legend* gives us an edge by providing marketers with actionable insights across all of our platforms and a complete view into how their campaigns are driving engagement with consumers."

EA Legend presents many benefits for advertisers, such as:

- Key cross-platform campaign performance indicators such as impressions, clicks, unduplicated reach, demographic profiles, social media buzz, and ROI metrics.
- Segmented audience insights based on demographic, psychographic, and social data.
- Ability to drill down into the factors that impact campaign effectiveness including audience engagement, audience segmentation and type of creative all measured over time.

"EA and nPario's collaboration around *EA Legend* revolutionizes how advertisers can leverage their data," said Bassel Ojeh, CEO of nPario. "EA has some of the most premium and engaged audiences in the world, and nPario's Data Management Platform allows EA to deliver audience and performance insights across multiple platforms at an infinite scale."

EA Legend aggregates multiple internal and 3rd party data sources, providing marketers a single view into consumer's response to their campaign. With this cross platform insights capability, *EA Legend* sets new standards for measuring the effectiveness of advertising in interactive entertainment. For example, marketers running ads on *SCRABBLE* on the iPhone™ ad integrations in *The Sims Social™* on Facebook®, and sponsored content within *Madden NFL Football* on the console would be able to easily login and generate accurate unduplicated reach and campaign metrics across the three platforms. *EA Legend* empowers marketers giving them the opportunity to understand their EA ad campaigns with unparalleled detail and clarity, through a dynamic and user friendly tool.

For more information on advertising opportunities within EA's digital entertainment properties, please email: advertise@ea.com. For more information about Advertising Week, please visit: <http://www.advertisingweek.com/index.php>

*EA Internal Data

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>.

About nPario Inc.

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's team has worked on the largest data sets in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit www.npario.com

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50011952&lang=en>

EA Corporate Communications
Denny Chiu, 650-628-9051
dchiu@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media