



EA Launches New Tetris® Game on the App Store Today

Tetris®. Re-imagined! Discover the All-New One Touch Revolution and Experience Visionary New Ways to Play!

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- EA Mobile™, a division of Electronic Arts Inc., (NASDAQ: ERTS) and the world's leading mobile games publisher, along with The Tetris Company, LLC, today announced the launch of a re-imagined version of the globally popular puzzle game on the App StoreSM. The new *Tetris®* App gives fans access to new features that give them revolutionary ways to play on their iPad®, iPhone®, and iPod touch®, including:

- The fan-favorite *Marathon Mode*.
- A brand new level-based *Galaxy Mode*, where players can use game-changing power ups to dig down and shatter their scores.
- Innovative *Marathon One Touch Mode*, a simple and easy-to-use control scheme for Marathon mode that is specially designed for touch screen gameplay.
- New gameplay challenges delivered via the never-before-seen *Tetris Log* system.
- *Tetris Rank* functionality that tracks players' lifetime "lines cleared" to assign an overall rank.
- Ability to subscribe to the *T-Club*, the only *Tetris* fan club to give members exclusive access to new mobile challenges and content.

"The *Tetris* App for iPad, iPhone and iPod touch was specifically designed to let players experience a re-imagined *Tetris* universe including the traditional *Tetris* gameplay they know and love," said Bernard Kim, Senior Vice President of Sales and Marketing for EA™ Interactive. "The innovative new features are sure to bring hours of frenzied fun for both newcomers and seasoned *Tetris* fans."

In addition to the inclusion of Marathon One Touch and Galaxy modes, as well as the fan-favorite Marathon mode, EA's newest version of the *Tetris* game also delivers new in-game content for fans, including Tetris Log, an Origin-powered function that delivers fresh challenges and tracks lifetime accumulated "lines cleared" across multiple mobile devices to assign an official Tetris Rank. For a fee of \$2.99 per month or \$29.99 for a year, consumers who download *Tetris* can also subscribe to the T-Club, an elite Tetris fan club that gives members access to exclusive discounts and content, premium Tetris Log challenges, and a booster to progress their Tetris Rank faster.

"The One Touch feature in this new *Tetris* game is ground-breaking and it's the type of inventiveness we have been waiting for. It's the difference between driving a stick shift and an automatic," said Henk Rogers, Managing Director of The Tetris Company. "We are always looking for new ways for our fans to play *Tetris* and this new mobile version makes a revolutionary addition to the *Tetris* family of games."

Tetris is now available for a special introductory rate of \$0.99* from the App Store on iPad, iPhone, and iPod touch or at www.itunes.com/appstore. For more information about this product, please visit www.eamobile.com.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming. For more information about EA Mobile, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile.

*wireless fees may apply

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 <http://info.ea.com>.

About the Tetris® Brand

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. In the game's 25+-year history, hundreds of millions of players have experienced the Tetris Effect. Tetris has reached over 132 million paid mobile downloads. Loved globally by people of all ages and all cultures, the Tetris game continues to be one of the most widely recognized video games of all time. Tetris Holding, LLC is the owner of Tetris rights worldwide and The Tetris Company, LLC is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit <http://www.Tetris.com>.

Follow us on Twitter at @Tetris_Official or on Facebook at <http://www.facebook.com/Tetris>.

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