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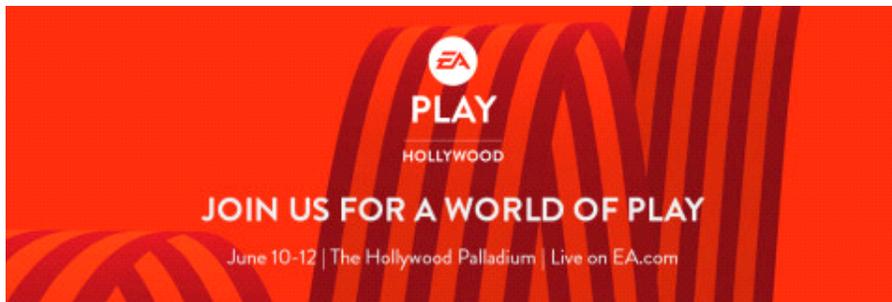
EA Announces EA PLAY 2017

Experience the Newest Games and More June 10-12, Live from Hollywood

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today announced that EA PLAY 2017 will be held from June 10-12 at the Hollywood Palladium, and live to the world on [EA.com](#). EA PLAY is designed to connect audiences around the world, and bring them closer to the games they love.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170118006144/en/>



Whether in person or online, EA PLAY 2017 will connect fans around the world to EA's biggest new games through live broadcasts, community content, competitions and more. Those that can attend in Hollywood will experience hands-on gameplay, live entertainment and much more. For anyone joining digitally around the world, EA PLAY will feature livestreams, deeper looks into EA's upcoming games and experiences, and content from some of the best creators in the community. For players, content creators, media, industry partners and

EA Announces EA PLAY 2017 (Graphic: Business Wire)

more, EA PLAY 2017 will deliver a network of experiences to celebrate a world of play.

Much more about EA PLAY 2017, including attendance and ticket availability information, is coming in the weeks and months ahead. Please visit <http://www.ea.com/eaplay2017> to sign-up to be the first to hear, or follow us on [Facebook](#) and [Twitter](#) for more EA PLAY news and information.

About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2016, EA posted GAAP net revenue of \$4.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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