



May 22, 2018

## Electronic Arts Acquires Cloud Gaming Technology & Talent

### Israeli Group Adds to EA's Focus on Advanced Technologies

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) announced today it has acquired the cloud gaming technology assets and personnel of a wholly owned subsidiary of GameFly, Inc. Based in Israel, the acquired technology and team members deepen EA's capabilities and expertise in cloud gaming, and enable the company to continue exploring new ways for players to access and experience games from any device.

"Cloud gaming is an exciting frontier that will help us to give even more players the ability to experience games on any device from anywhere," said Ken Moss, Chief Technology Officer of Electronic Arts. "We're thrilled to bring this talented team's expertise into EA as we continue to innovate and expand the future of games and play."

Cloud gaming opens up new possibilities to expand the reach of games by streaming high-quality entertainment to more players, on more devices, in more geographic regions of the world. With this acquisition, EA is adding to its strategic focus on advanced technologies that will give players more freedom to access the games they want, and enable the delivery of next-generation experiences at scale.

The team based in Caesarea, Israel, will join EA's functional teams, including the central technology organization that is responsible for developing and operating the cutting-edge platform that powers EA's leading games and services.

The acquisition closed in May 2018.

### About Electronic Arts

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

In fiscal year 2018, EA posted GAAP net revenue of \$5.15 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Need for Speed™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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Source: Electronic Arts Inc.

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