



July 9, 2018

## Electronic Arts Acquires Industrial Toys

### Creative Development Studio Adds to EA's Focus on New Experiences

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced today that Industrial Toys, a creative team of experienced game makers based in Pasadena, California, is joining the company. Led by Alex Seropian, founder and former CEO of Bungie Studios and former executive at Disney Interactive, the team is known for developing unique game ideas on different devices, and they join EA with a continued focus on bringing new game concepts to life.

"Creating breakthrough games takes passionate developers and incredible creativity, and each time we've worked with the Industrial Toys team, we've been inspired by their unique approach," said Samantha Ryan, SVP and Group GM in EA's Worldwide Studios group. "We're thrilled to have them join our studio organization, pursue new ideas together and bring amazing new games to our players."

The 14-person Industrial Toys studio is joining EA's Worldwide Studios organization, the global creative collective responsible for development of EA titles across all major platforms.

The acquisition closed in July 2018. Terms of the agreement were not disclosed.

### 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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Electronic Arts  
John Reseburg, 650-628-3601  
Corporate Communications  
[JReseburg@ea.com](mailto:JReseburg@ea.com)  
Chris Evenden, 650-628-0255  
Investor Relations  
[cevenden@ea.com](mailto:cevenden@ea.com)  
Elisa Bolduc, 650-628-1539  
Corporate Communications  
[ebolduc@ea.com](mailto:ebolduc@ea.com)

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