



"Life-Ruiningly Fun" Comes to iPad, iPhone and iPod touch with the Launch of The Simpsons: Tapped Out

Writers of The Simpsons and EA Introduce America's Favorite Comic Cast of Characters to Mobile for the First Time, Enabling Players to Build Their Own Springfield

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Simpsons fans, get ready! EA Mobile™, a division of Electronic Arts Inc., (NASDAQ:EA) and the world's leading mobile games publisher, today announced the launch of *The Simpsons: Tapped Out* for iPad, iPhone and iPod touch. For the first time, fans of TV's longest-running comedy will be able to recreate Springfield and customize the city any way they want—anywhere they want—with a free app*. To quote Homer from the game: "It's life-ruiningly fun."

Written and brought to life by The Simpsons' award-winning TV writers and animators, the game starts when Homer accidentally causes a meltdown that wipes out Springfield — "D'oh!" It's up to players to rebuild it and help him find his family and friends.

Players complete a variety of quests to earn virtual money, experience points and even donuts which they can use to customize and expand their Springfields with new buildings, decorations and characters from the show. Players will also enjoy exclusive, never-before-seen animated scenes that are sure to please fans of the show.

"The Simpsons is a beloved entertainment franchise that has continually broken new ground in the new media space, and we are proud to see that level of innovation continue with *The Simpsons: Tapped Out*," said Peter Levinsohn, President of New Media and Digital Distribution for 20th Century Fox. "Thanks to the ground-breaking work of the creative team at Gracie Films and the top-notch game developers at EA, *The Simpsons: Tapped Out* brings all the unique comedy that fans have come to expect from The Simpsons to iPad, iPhone and iPod touch users everywhere."

In the process of creating their own living, breathing Springfield, players interact with their favorite characters in hilarious new ways, including:

- Help Homer find Marge, Bart and the rest of his family and friends! (Ned Flanders, too.)
- Grow and harvest Tomacco on Cletus's Farm.
- Party down with Duffman at Duff Brewery.
- See how your Indolence, Consumerism, and Gluttony stack up on the Conform-o-meter.
- Visit friends' Springfields, play pranks and collect "cash."

"The Simpsons is the ideal brand to bring laugh-out-loud entertainment to mobile devices," said Nick Earl, Senior Vice President of Global Social and Mobile Studios, Electronic Arts. "We worked closely with Gracie Films to create a freemium game experience that The Simpsons fans will enjoy playing every day complete with irreverent humor and their favorite characters."

The Simpsons: Tapped Out is now available for free from the App Store on iPad, iPhone and iPod touch or at www.itunes.com/appstore.

For more information, visit <http://www.facebook.com/TheSimpsons> or <http://on.fb.me/TheSimpsonsTappedOut-LikeUs>.

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.

*Internet connection required to play. Wireless fees may apply.

About THE SIMPSONS:

The longest running scripted show in television history, THE SIMPSONS exploded into a cultural phenomenon in 1990 and has remained one of the most groundbreaking and innovative entertainment franchises, recognizable throughout the world. Matt Groening created the iconic family: Homer, Marge, Bart, Lisa and Maggie. Currently in its record-annihilating 23rd season, THE SIMPSONS celebrated their historic 500th episode in February 2012. The series has won 27 Emmy Awards, been the subject of a hit feature film, created "Krustyland" and a revolutionary virtual coaster — The Simpsons Ride — at Universal Studios, received a Star on The Hollywood Walk of Fame, been honored with five U.S. postal stamps personally designed by Matt Groening, and named the "Best Show of the 20th Century" by Time Magazine.

THE SIMPSONS is a Gracie Films Production in association with 20th Century Fox Television. James L. Brooks, Matt Groening, and Al Jean are the Executive Producers. The Gracie Films Worldwide Brand Division develops and produces the licensed content for the series. Film Roman is the animation house.

About Electronic Arts

Electronic Arts (NASDAQ:EA) 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>.

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Media Contacts:

Chris Alexander

SVP, Corporate Communications & Publicity

20th Century Fox Television

chris.alexander@fox.com

310-369-2733

or

Alexa Waltz

Fleishman-Hillard for EA Mobile

alexa.waltz@fleishman.com

415-318-4110

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