



Electronic Arts Inc. (ERTS) to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Dec. 19, 2011 (GLOBE NEWSWIRE) --

What:

Leading global interactive entertainment software company Electronic Arts Inc. (ERTS) will visit the NASDAQ MarketSite in New York City's Times Square.

In honor of one of the biggest entertainment launches of the year with *Star Wars™: The Old Republic™*, Frank Gibeau (President of EA Labels) along with Dr. Ray Muzyka (Co-Founder of BioWare, General Manager of EA's BioWare Label), and Dr. Greg Zeschuk (Co-Founder of BioWare, General Manager, BioWare Label's MMO Business Unit) will ring the Opening Bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Tuesday, December 20th, 2011 — 9:15 a.m. to 9:30 a.m. ET

Electronic Arts Contact:

Lisa Chan
Public Relations
(650) 628-2748
lisachan@ea.com

NASDAQ MarketSite:

Jen Knapp
(212) 401-8916
Jennifer.knapp@nasdaqomx.com

Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at: <http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About BioWare

The BioWare Label is a division of EA which crafts high quality multiplatform role-playing, MMO and strategy games, focused on emotionally engaging, rich stories with unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles and franchises, including *Baldur's Gate*™, *Neverwinter Nights*™, *Star Wars*®: Knights of the Old Republic™, *Jade Empire*™, *Mass Effect*™ and *Dragon Age*™. BioWare currently operates in eight locations across the world, including Edmonton (Alberta, Canada), Montreal (Quebec, Canada), Austin (Texas), Fairfax (Virginia), San Francisco (California), Los Angeles (California), Sacramento (California) and Galway (Ireland).

In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. In 2011 EA created the BioWare Label, alongside EA Games, EA SPORTS™ and EA Play. For more information on BioWare, visit www.bioware.com, or follow us on Twitter at www.twitter.com/bioware. To join the millions of fans already registered with the BioWare community, go to <http://social.bioware.com>.

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

LucasArts, the LucasArts logo, *STAR WARS* and related properties are trademarks in the United States and/or in other countries of Lucasfilm Ltd. and/or its affiliates. © 2011 Lucasfilm Entertainment Company Ltd. or Lucasfilm Ltd. All rights reserved. BioWare and the BioWare logo are trademarks of EA International (Studio and Publishing) Ltd. EA and the EA logo are trademarks of Electronic Arts Inc. All other trademarks are the property of their respective owners.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with more than 3,500 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX first North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. *Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

NDAQA



Source: The NASDAQ OMX Group, Inc.

News Provided by Acquire Media