



EA Ships Realtime Worlds' APB: All Points Bulletin(TM)

Get Tough on the Streets of San Paro in the Year's Hottest Online Action Game

DUNDEE, Scotland, Jun 29, 2010 (BUSINESS WIRE) -- Realtime Worlds, Inc. and Electronic Arts Inc. (NASDAQ:ERTS), today announced that *APB: All Points Bulletin(TM)* is on sale in North America and has shipped to retailers around the world. *APB* will be available to buy at retail in Europe on July 1 and in the UK on July 2.

APB, recently nominated for Best PC Game by 1Up.com at E3 2010, takes the universal theme of Criminals and Enforcers and brings it to a persistent, open-world, online multiplayer setting in the modern, crime-ridden fictional city of San Paro. Some players achieve notoriety by feeding on the city, its people and its businesses...the Criminals. Some live by a higher code and instead feed on the criminals and their organizations...the Enforcers.

Dave Jones, Creative Director of Realtime Worlds, said: "*APB* shipping to retail represents the fruits of five years' hard work from everyone here at Realtime Worlds. We're delighted that *APB* has launched and look forward to seeing how the player-base drives the San Paro story forward through urban conflict and in-depth customization."

APB has already achieved critical acclaim from the press, with accolades such as:

- *"Frantic and enormously entertaining."* **Edge**
- *"Original, daring and exciting."* **PC Zone**
- *"APB could well be the definitive action game."* **IGN.com**
- *"APB innovates to dominate."* **NowGamer.com**
- *"It's going to be something else. Truly something else."* **Guardian.co.uk**

David DeMartini, Senior Vice-President and General Manager, EA Partners, added: "It's a great source of pride for us to work with Realtime Worlds in the launch of *APB*, a game that defines a new genre in online multiplayer action. We look forward to seeing how the streets of San Paro will be shaped over time by the creativity of its virtual citizens."

APB is rated 18 by PEGI and M for Mature by the ESRB. *APB* is available from leading retailers and online from www.apb.com and www.eastore.com at a standard retail price of \$49.95. Game includes 50 hours of action gameplay plus unlimited time in *APB*'s social districts customizing, socializing and trading in the marketplace. Once the 50-hours are up, players have flexibility: top up their game time from as little as \$6.99 for an additional 20 hours, or opt to purchase a 30-day unlimited package for only \$9.99 with discounts available for 90 and 180 days. *APB* also provides avenues for accomplished gamers or creators to earn rewards for their creativity and subsidize their ongoing costs with their in-game efforts.

For more information on *APB*, please visit www.apb.com or <http://info.ea.com>. Follow *APB* on Twitter at <http://twitter.com/apbgame> and Facebook www.facebook.com/apbgame.

* Internet connection required

About Realtime Worlds

Realtime Worlds is one of the largest and most successful independent game developers in the world. Founded in 2002 by Creative Director David Jones with gaming industry veterans Ian Hetherington and Tony Harman, and joined by CEO Gary Dale in April 2009, the company has grown to more than 300 exceptionally talented staff. Realtime Worlds' experienced teams have a tremendous history of creating some of the world's bestselling video games, including the global hit franchises 'Lemmings' and 'Grand Theft Auto'.

Realtime Worlds launched its first title, Crackdown, on Xbox 360 in early 2007. The debut game broke records for demo downloads, sold approximately 1.5 million copies, and won multiple awards including prestigious BAFTA and Develop Industry Excellence awards. Realtime Worlds is currently working on All Points Bulletin (<http://www.apb.com>), a persistent, online action game with a contemporary urban setting and themed around celebrity, conflict, competition and creativity. In June 2009 Realtime Worlds entered into an exclusive marketing and distribution agreement with EA Partners to bring APB to PC in Summer 2010.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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