



EA SPORTS FIFA ONLINE 3 COMING TO KOREA

Nexon To Publish Next Gen Online Game From Acclaimed FIFA Franchise

Closed Beta Expected Later This Year

Seoul, Korea – 31, July 2012 – EA SPORTS™ FIFA Online 3 is coming to Korea. The PC online soccer game based on the world's best selling sports videogame franchise is set to bring the high quality gameplay synonymous with the EA SPORTS FIFA franchise to Korean gamers and soccer fans. Developed by EA Seoul Studio, and published in Korea by Nexon, the new game is expected to launch in late 2012.

Delivering the best next generation technologies from the EA SPORTS FIFA franchise, EA SPORTS FIFA Online 3 offers the most authentic in-game experience ever. Players will experience improved gameplay and strategies, enhanced graphics, the latest rosters, and extensive use of official licenses - including close to 15,000 real world players from 30 leagues and 40 national teams. The new PC online game adds new techniques and features, improved artificial intelligence, enhanced animation and dynamic 5-on-5 multiplayer competition.

Today, NEXON Co., Ltd. ("Nexon") a worldwide leader in free-to-play online games, and EA announced a publishing agreement under which Nexon Korea Corporation, a subsidiary of Nexon, will publish EA SPORTS FIFA Online 3 in Korea. The agreement accelerates Nexon's strategy to enter the sports game market by partnering with globally successful IP developers and further diversifies its deep portfolio with a blockbuster soccer game that has enjoyed worldwide success. Leveraging Nexon's powerful global publishing operations, players can count on the high quality services and experiences that EA SPORTS FIFA Online fans have come to expect.

Min Seo, CEO of Nexon Korea Corporation, said, "The EA SPORTS FIFA series is the absolute gold standard for soccer games and we are thrilled that the new game will be published through Nexon. We think EA SPORTS FIFA Online 3 will ignite the sports genre in Korea, offering fans a truly authentic gameplay experience. We look forward to providing the latest version of one of the industry's most storied and successful titles to both new and longtime players and ensuring that people who love playing EA SPORTS FIFA Online today are recognized in the new game."

Savannah Hahn, General Manager of EA Korea, said, "We are pleased to partner with Nexon, a worldwide leader, to bring this title to our fans in Korea. The agreement leverages the strength of Nexon's global platform and the power of the EA SPORTS FIFA franchise to deliver the highest quality service and game experiences to one of the largest and most loyal markets in the world."

To learn more about EA SPORTS FIFA Online 3, go to : <http://fifaonline3.nexon.com>

About NEXON Co., Ltd. <http://company.nexon.co.jp/>

NEXON Co., Ltd. ("Nexon") (3659.TO) is a worldwide leader in free-to-play online games. Founded in Korea in 1994, Nexon developed one of the world's first graphics-based massively multiplayer online games. Nexon also pioneered the concept of

microtransactions in the free-to-play business model, setting a new standard in which play is free, and users have the option to purchase in-game items to enhance their experience. Nexon currently services more than 50 online games in more than 100 countries and since its founding, Nexon has generated more than 1.3 billion player registrations. The Company is headquartered in Tokyo, Japan and its shares are listed on the Tokyo Stock Exchange.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands 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>.

EA SPORTS, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. Battlefield is a trademark of EA Digital Illusions CE AB. John Madden, NFL and FIFA are the property of their respective owners and used with permission. All other trademarks are the property of their respective owner.