

## **Pogo brings fun to flying with Gogo in-air multimedia platform**

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**REDWOOD CITY, Calif.—(February 16, 2012)** — Fliers, fasten your seatbelts for some friendly competition. Electronic Arts Inc. (NASDAQ: EA) today announced that Pogo™, its popular online gaming destination, will make three of its most popular games available for free on Gogo's new in-air multimedia platform, which is currently live on all Gogo equipped Alaska Airlines and select Delta Air Lines flights. With just a few quick clicks, these games are now at passengers' fingertips—even when they're in the air. Pogo is the first game provider to provide free entertainment on Gogo's in-air multimedia platform.

As the first ever game content provider on Gogo's multimedia platform, Pogo will offer airline passengers three fun-filled games, including First Class Solitaire, MONOPOLY® and Mahjong Safari—for free. Passengers who want to play more games on Pogo.com can access the site through Gogo's in-air Internet service, and log-in using their Pogo account. Passengers can purchase a segment pass to access the Internet through Gogo for anywhere between \$1.95 and \$14.95 depending on the length of the flight. Now millions of new customers will be able to discover the fun of Pogo games, and loyal Pogo players won't have to miss a moment of their Pogo playing time when they travel.

"Pogo games offer the perfect distraction for the plane," says Beatrice Spaine, Vice President, Publishing Pogo at Electronic Arts. "Sometimes you just need five minutes of fun to improve your mood on a long flight. Our games are easy enough to pick up and play and entertaining enough to keep you seated for an entire cross-country flight."

"Our new platform represents the convergence of in-flight connectivity and in-flight entertainment; and we're helping our airline partners enable a richer, more compelling in-flight experience," said Ash ElDifrawi, Gogo's chief marketing officer. "By working with [Pogo.com](http://Pogo.com), we are excited to offer another exciting entertainment option at 30,000 feet."

To find out what airlines will offer access to Pogo through Gogo's in-air multimedia platform, [visit Gogo's Facebook page here](#).

### **About Pogo**

Known throughout the industry as a pioneer in casual gaming, Pogo has been entertaining audiences for over 10 years. Pogo continues to be one of the most popular casual gaming destinations in the world, with more than 12 million unique monthly visitors\*, and is the worldwide and U.S. leader in time spent among non-aggregated online games sites. Boasting a wide variety of more than 100 free online games including puzzle, word, and classic card and board games, Pogo.com is also the official home to Hasbro online games like Scrabble, Boggle, Yahtzee and Trivial Pursuit. Pogo is available worldwide with local sites and communities in the UK ([pogo.co.uk](http://pogo.co.uk)) and Germany ([pogo.de](http://pogo.de)).

\*\* Source: Comscore September 2011

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

### **About Gogo**

Gogo is fast becoming everyone's favorite part of flying. By allowing travelers to get online, in air, Gogo keeps them connected to life. Using the Gogo exclusive network and services, passengers with laptops and other Wi-Fi enabled devices can get online on

more than 1,200 commercial aircraft including all domestic AirTran Airways and Virgin America flights, on all domestic mainline Delta Air Lines flights and on select Air Canada, Alaska Airlines, American Airlines, Frontier Airlines, United Airlines, and US Airways flights.

Back on the ground, Gogo's 400+ employees in Itasca, IL, Broomfield, CO and London are working to continually redefine flying as a productive, socially connected, and all-around more satisfying experience. Connect with us at [www.gogoair.com](http://www.gogoair.com), on Facebook at [www.facebook.com/gogo](http://www.facebook.com/gogo) and on Twitter at [www.twitter.com/gogo](http://www.twitter.com/gogo).

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