



Electronic Arts to Open New HQ in Geneva

13 Sep 2005: California-based computer games firm Electronic Arts has announced plans to create an international headquarters for its publishing business in Geneva, Switzerland.

The new office will be run by Gerhard Florin, newly appointed Executive Vice President and General Manager for International Publishing, and will oversee EA's publishing activity in Europe, Asia-Pacific, Africa and Latin America. The headquarters is expected to be up and running by summer 2006.

As the market for interactive entertainment continues to expand around the world, the company said the creation of an international publishing headquarters strengthens its international leadership to help drive the next wave of growth.

EA will maintain its existing offices in close to 40 locations outside of North America, and continue to pursue expansion plans for new offices in new markets. The company's European studio, based in the United Kingdom, will also remain, and continue to grow, as the company's hub for games creation and development in the region.

Electronic Arts (EA), headquartered in Redwood City, California, is a leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2005, EA posted revenues of \$3.1 billion and had 31 titles that sold more than one million copies.

www.ea.com

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