



JAMDAT CONTINUES TO BE THE TOP MOBILE GAME PUBLISHER, SECURING NEARLY ONE-THIRD OF ALL MOBILE GAME REVENUE SHARE, ACCORDING TO TELEPHIA

EA Games and JAMDAT Merger Creates Mobile Game Powerhouse

SAN FRANCISCO—December 9, 2005—Telephia, the leading provider of performance measurement information to the mobile industry, reports that JAMDAT led all mobile game publishers for both revenue share and share of downloads during Q3 2005. According to the Telephia Mobile Game Report, JAMDAT secured nearly 31 percent revenue share for mobile game purchases and claimed a 27 percent share of all mobile game downloads (see Table 1). EA Mobile, with its recent extension of titles into the mobile arena, comprised three percent of the revenue share and one percent of the total share of downloads.

“The merger between JAMDAT and EA Mobile positions both companies solidly in the growing mobile games market,” said Kanishka Agarwal, vice president of New Products, Telephia. “JAMDAT has shown their strength consistently in offering some of the most popular mobile game titles, translating into a 3-to-1 advantage in revenue share among leading competitors. EA’s strength lies in a portfolio of very creative and successful online titles primed for success in the mobile marketplace.”

Three of the top five mobile games for the quarter were from JAMDAT, including the popular *Tetris*, *Bejeweled*, and *Downtown Texas Hold ‘Em* titles. EA Mobile made the top 50 mobile games list with such titles as *Poppit!*, *Hard Rock Casino*, and one of EA’s most popular franchise brands, *EA Sports Madden NFL 2006*.

Overall, nearly five percent of the entire mobile game population purchased a game via their wireless device during Q3 2005.

Table 1: Top Mobile Game Publishers by Revenue Share (U.S.)

Publisher	Share of Revenue (%)	Share of Downloads (%)
1. JAMDAT	30.6%	27.0%
2. Namco	9.2%	6.3%
3. Mforma	5.9%	4.2%
4. Gameloft	5.7%	3.6%

5. Glu Mobile	5.2%	6.3%
6. I-Play	3.8%	2.7%
7. Sony Pictures Mobile	3.3%	2.7%
8. Mobliss	2.8%	2.7%
9. EA Mobile	2.5%	1.4%
10. THQ Wireless	2.3%	1.8%

Source: Telephia Mobile Game Report, Q3 2005

Note: Cingular data includes former AT&T subs only

About Telephia

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the mobile industry. Telephia serves more than 50 mobile industry clients, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators.

For further information, please visit our website at www.telephia.com or call 415-395-0500.

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Press Contact: Maria Bumatay
e: mbumatay@telephia.com
p: 415.637.4904