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**NPARIO TO POWER EA'S INSIGHTS SUITE**

*nPario Helps Digital Brands Increase Advertising Revenue with Cross-Platform Insights*

**PALO ALTO, Calif. – September 30, 2010** – nPario Inc., a provider of data products and services that enable companies to understand and leverage consumer intent, announced today that Electronic Arts Inc. (NASDAQ: ERTS), a leading global interactive entertainment company, has selected nPario to power its campaign insights suite. nPario delivers cross-platform strategic insights, helping advertisers to better dissect and understand the impact of their campaigns, and adjust their strategies throughout the campaign cycle. The addition of EA as a customer is a significant milestone for nPario, which is less than a year old and already boasts powering the world's largest portal, as well as several mobile operators.

"EA reaches the most engaged, forward-leaning audiences in the world and provides a great canvas for our partners to build brand affinity," said Elizabeth Harz, EA's Senior Vice President of Global Media Sales. "Our network has a global footprint across a variety of devices from console to mobile to social. nPario has helped us weave together in-depth cross-platform insights, and provide marketers with actionable strategies to best understand their target audiences, and help them take full advantage of their investments."

EA's insights suite is designed to build deep, cross-platform insights on campaign performance, brand impact, social buzz and where available, ROI across the EA Network. EA will unveil its insights suite at Advertising Week, on September 30th.

Research shows that with the number of new platforms and channels exploding, consumers' consumption of entertainment and information becomes fragmented and complex. Advertisers and publishers alike need to ensure that when approaching the consumer, they are delivering the right message to the right audience on the right channel. By capturing data from multiple

consumer touch points, diverse platforms and across every dimension of a campaign, nPario is enabling new ways of understanding how consumers interact with campaigns in today's connected world. nPario's products are built on patented technologies and feature infinite scale and unique capabilities like social graph consumer segmentation.

"With new platforms emerging, keeping your finger on the pulse of advertising audiences becomes harder than ever," said Bassel Ojeh, president and CEO of nPario. "Innovative brands like EA know how to engage the consumer. With nPario's ability to capture data at infinite scale and from different platforms, and synthesize it for insights and targeting, brands can now leverage and monetize the strategic value of their data and grow their advertising business."

### **About nPario Inc.**

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojeh, nPario's team has worked on the largest data in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit [www.npario.com](http://www.npario.com)

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### **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™, EA™, EA Mobile™ and POGO™. 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](http://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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