



ELECTRONIC ARTS™

ELECTRONIC ARTS INC.

ANTI-PIRACY
BROCHURE



INTRODUCTION

Electronic Arts Inc. ("EA"), founded in 1982 and headquartered in Redwood City, California, U.S.A. is the world's leading independent creator and publisher of interactive entertainment software. EA has offices and creative studios in many countries around the world. The company develops, publishes and distributes software worldwide for personal computers, online game play, and advanced entertainment systems such as the *PlayStation*® and *PlayStation*®2 computer entertainment systems from Sony, *Xbox*® video game console from Microsoft, *Nintendo GameCube*™, handheld *Game Boy*® systems from Nintendo, and Nokia *N-Gage*™ game deck. More information about EA's products can be found on the Internet at www.ea.com.

EA markets its products worldwide under key brand logos such as:

EA GAMES™
EA SPORTS™
EA SPORTS BIG™



INTELLECTUAL PROPERTY

EA owns various intellectual property rights associated with its software products. A **copyright** is an exclusive right granted to an author of a literary or artistic work, giving the author the sole right to reproduce and distribute that work. EA owns copyrights in its software code; audio-visual display; product packaging; manuals; labels; other artwork; publications; music and many other aspects of our products.

Trademarks are the distinctive marks, names, words, logos, designs and symbols used to identify a product of a particular manufacturer or source. Electronic Arts markets its products worldwide under several brand names including: *Electronic Arts*[™], *EA SPORTS*[™], *EA SPORTS BIG*[™], *EA GAMES*[™], and others. EA registers many of its trademarks worldwide. Samples of some EA trademarks and brand names are contained in this brochure.

CHARACTERISTICS OF EA LEGITIMATE PRODUCTS

EA produces some of the highest quality software products in the world. Below are a few characteristics to assist in identifying legitimate EA products:

- Writing, logos and pictures are crisp and clear
- There is a copyright notice on the disc
- Entertainment Software Rating Board (ESRB) Rating on packaging and discs from North America
- Pan European Games Information (PEGI) age rating system on packaging and discs from Europe
- Source Identification (SID) Codes (IFPI number) on inner rings on back of CDs and DVDs
- Other identifying numbers on inner rings on back of CDs and DVDs
- Manual, warranty card and registration card included with product, either paper form or in disc form
- EA logos included on packaging, discs, cartridges

EA also distributes many different products such as Classics, Dual Jewel Cases (two games in one jewel case), Dual Jewel Classics, Greatest Hits, Player's Choice, Platinum, Compilation Packs and Bundled games.

Localization/Semi-Localization of EA Products

In some countries EA is localizing its products. This means that components of the products are in the local language and/or may contain local content.

COUNTERFEIT/PIRATE PRODUCTS

A counterfeit or pirate product is an illegal copy of an authentic product. The production, distribution, or sale of counterfeit or pirate products is illegal. Counterfeit/pirate copies of EA's products may include silver CDs, gold CDRs, industrial DVDs, "burned" DVD-Rs, "Warez" downloadable from the Internet, counterfeit game cartridges, and the like.

In the laws of most countries today, it is illegal to make or distribute copies of trademarked and/or copyrighted material without authorization. Criminal penalties for copyright infringement include fines and jail terms, or both. Civil laws provide remedies, including injunctive relief and monetary damages. Counterfeiting and pirating are illegal.

CHARACTERISTICS OF COUNTERFEIT PRODUCTS

How to tell a counterfeit EA software product

EA produces some of the highest quality software products in the world. If the quality of a product is in question, it is most likely a counterfeit/pirate product.

Generally speaking, legitimate EA product is shipped as full product. This means that it generally comes with a manual, warranty card and registration card either in paper form or in disc form.

Online Software

- All “warez” or “gamez” downloadable are counterfeit/pirate
- CDRs sold on online auctions are typically counterfeit/pirate

General

- Always be wary of any product selling at prices “too good to be true”.

What EA is doing about piracy

EA’s anti-piracy program includes investigation and support of criminal and civil enforcement actions around the world and on-line; working with U.S. government agencies such as the United States Trade Representative and the European Director General of Trade; working with foreign government agencies and officials; working with U.S. Embassy officials around the world; training and educating customs agents and law enforcement officers; public education; international legal and legislative issues such as improved intellectual property laws; working with our trade associations; registration of our trademarks and copyrights; and the like.

What you can do about piracy

If you are a retailer or consumer, you can help by purchasing only original legitimate EA products. If you know of any counterfeit EA software products, you can report it to EA via e-mail at piracy@ea.com. For online piracy, e-mail piracy-online@ea.com.

If you are a manufacturer of CDs, DVDs or other software, here are some tips:

- Know your customer and their business.
- Know your customer's products. Review all orders to ensure the product is legitimate.
- Adopt business policies and practices that will ensure no manufacture of counterfeit/pirate goods and educate all members of your company with these practices.



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Piracy Email: piracy@ea.com

Online Piracy Email: piracy-online@ea.com



The images shown in this brochure are examples only and are not a complete representation of all known counterfeit Electronic Arts' software product. Electronic Arts develops, publishes and distributes software worldwide for personal computers, online game play and advanced entertainment systems.