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Ambassador Program harnesses power of people and technology to support HIV/AIDS care

(Vancouver) – The Dr. Peter AIDS Foundation and Electronic Arts are pleased to announce their community partnership in support of people living with HIV/AIDS.

This World AIDS Day, December 1, the Foundation publicly launched a new fundraising initiative – the Friends of Dr. Peter Ambassador Monthly Giving Program. Through monthly donations and an online referral network, Ambassadors will help raise funds for and spread the word about the Foundation and the extraordinary HIV/AIDS care it provides people most in need.

Electronic Arts has joined the Ambassador Program as a corporate partner through their Matching Gift Program, and will match every eligible dollar donated by an EA employee to the Dr. Peter AIDS Foundation. The company is also making a one-time \$5,000 donation to the Foundation.

“We are thrilled to have Electronic Arts show their dynamic community support in such a tangible way,” said Maxine Davis, Executive Director, Dr. Peter AIDS Foundation. “In an era of government cutbacks and declining major gifts, this monthly giving program provides reliable funding – and an important base of support to build upon for the future.”

“We are proud to join our B.C. employees who choose to donate to the Dr. Peter AIDS Foundation and other non-profit organizations in our community,” said Wendell Harlow, Manager of EA Outreach. “This generosity significantly helps, in a very direct and personal way, to enhance the quality of life where our employees and customers live and work.”

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™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is 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>.

The Dr. Peter AIDS Foundation raises funds to support innovative health care at Dr. Peter Centre West End in Metro Vancouver. The Centre is Canada's only HIV/AIDS Day Health Program and 24-hour nursing care Residence. It serves a diverse group of individuals and is inclusive of all in need of HIV/AIDS care. Dr. Peter Centre West End plays a key role in helping individuals sustain their engagement in highly active anti-retroviral therapy (HAART) treatment, which lengthens lives and helps prevent further transmission of HIV/AIDS. For more information, please visit www.drpeter.org.

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