



BIGBEN INTERACTIVE SIGN MOBILE ACCESSORY LICENSING DEAL WITH ELECTRONIC ARTS

Lesquin , November 5th, 2012 - Bigben Interactive is pleased to announce a licensing agreement with Electronic Arts Inc. that will see the Group bring mobile device cases featuring some of the most iconic gaming franchises to the market.

Thanks to their new Pan-European positioning in the distribution of mobile accessories, Bigben Interactive has worked closely with Electronic Arts to design and produce mobile cases made for the iPhone®4/4S, Samsung®Galaxy III and iPhone®5 which will be distributed across Europe, the United States, Canada, Australia and New Zealand.

Gamers will now be able to protect their favourite mobile device with designs featuring popular EA™ brands including Medal of Honor™, Need for Speed™, The Sims™, Battlefield™, Army of TWO™, Mass Effect™ and Dragon Age™.

Alain Falc – Chairman & CEO of Bigben Interactive: *“It’s a great opportunity for Bigben Interactive to create this range of mobile cases for these brands from Electronic Arts.”*

The mobile cases are available today at all major retailers.

©2012 Electronic Arts Inc. All trademarks mentioned above are trademarks of Electronic Arts.

About Bigben

*Market leader for both video gaming accessories and mobile phone accessories, the **BIGBEN INTERACTIVE** Group now implements a strategy of complementary know-how and product offers in order to meet the evolution of the multimedia world. Its ambition is to become a leader in converging multimedia accessories and a key player on the European multimedia market, relying on its size, its development capabilities and its commercial network.*

EA, the EA logo, Need for Speed, Mirrors Edge, Army of TWO, [Medal of Honor](#) and The Sims are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. Battlefield is a trademark of EA Digital Illusions CE AB. iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. All other trademarks are the property of their respective owners.

BIGBEN INTERACTIVE

Eurolist of Euronext Paris, C market segment – Indexes : SBF 250, ITCAC

**BIG
LISTED
NYSE
EURONEXT**

