



## News Release

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### **Chamber Assists Electronic Arts Expansion in Austin**

**July 19, AUSTIN** -- World giant video game publisher Electronic Arts (EA) announced today at a news conference that they are opening a branch of their famed EA Sports division in Austin. The expansion is expected to bring over 300 jobs.

Headquartered in Redwood City, Calif., EA employs 450 people locally in the EA-owned BioWare Corp. game development studio, as well as support divisions, such as IT and finance.

The Chamber assisted EA with their expansion from the onset through supporting the Texas Moving Image Incentive, providing data on cost of living and cost of doing business comparisons, and by facilitating introductions to key staff at University of Texas, Austin and local gaming studio execs, who provided peer confirmation that Austin is the ideal choice for this expansion.

“We are pleased that Electronic Arts has chosen Austin and believe our culture of innovation will help to foster continued growth in not only EA but also the gaming industry,” said Tim Crowley, Regional President for Frost Bank and Chair of Opportunity Austin. “Economic wins on this scale are possible when dedicated professionals like Tony Schum, an economic development director at the Austin Chamber, are focused on expanding the industry base for creative media in our region.”

The Chamber has been courting EA since 2005, at first successful through BioWare’s expansion in 2008, culminating in doubling their employment from roughly 150 to over 300 employees. Austin beat out a host of contenders for the current expansion announced today, including Salt Lake City, Orlando and Raleigh.

According to Schum, the current expansion plan is for office space in the northwest submarket, in buildings near the Domain, but the company could also seek to expand elsewhere.

Globally, EA employs over 8,000 people, with EA Sports studios in Orlando and Burnaby, British Columbia. Company officials say the new Austin branch won't result in net job losses from those locations.

#### ***About the Chamber***

*The mission of the Austin Chamber of Commerce is to provide leadership that facilitates the creation of a prosperous regional economy and effective advocacy for its members. For more information about the Austin Chamber of Commerce visit [austinchamber.com](http://austinchamber.com).*

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