Electronic Arts Inc.
Q2 FY 2011 Results

November 2, 2010

Safe Harbor Statement

Please review our risk factors on Form 10-K and Form 10-Q filed with the SEC.

- Some statements set forth in this document, including the estimates relating to EA's fiscal year 2011 guidance information and fiscal year 2011 title slate contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate" or "expect" and statements in the future tense are forward-looking statements. These forward-looking statements are preliminary estimates and expectations based on current information and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements.

- Some of the factors which could cause the Company's results to differ materially from its expectations include the following: sales of the Company's titles; the general health of the U.S. and global economy and the related impact on discretionary consumer spending; fluctuations in foreign exchange rates; consumer spending trends; the Company's ability to manage expenses; the competition in the interactive entertainment industry; the effectiveness of the Company's sales and marketing programs; timely development and release of Electronic Arts' products; the consumer demand for, and the availability of an adequate supply of console hardware units (including the Xbox 360® video game and entertainment system, the PlayStation®3 computer entertainment system and the Wii™); the Company's ability to predict consumer preferences among competing hardware platforms; the financial impact of recent acquisitions and potential future acquisitions by EA; the Company's ability to realize the anticipated benefits of acquisitions; the seasonal and cyclical nature of the interactive game segment; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; the performance of strategic investments; the impact of certain accounting requirements, such as the Company's ability to estimate and recognize goodwill impairment charges and determine deferred tax valuation allowances; adoption of new accounting regulations and standards; potential regulation of the Company's products in key territories; developments in the law regarding protection of the Company's products; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; the stability of the Company's key customers, and other factors described in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2010.

- These forward-looking statements are valid as of November 2, 2010 only.

- Electronic Arts assumes no obligation and does not intend to update these forward-looking statements. In addition, the preliminary financial results set forth in this document are estimates based on information currently available to Electronic Arts. While Electronic Arts believes these estimates are meaningful, they could differ from the actual amounts that Electronic Arts ultimately reports in its Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2010. Electronic Arts assumes no obligation and does not intend to update these estimates prior to filing its Form 10-Q for the fiscal quarter ended September 30, 2010.

- In addition, this presentation includes various third party estimates regarding the total available segment and other measures, which do not necessarily reflect the view of Electronic Arts. Further, Electronic Arts does not guarantee the accuracy or reliability of any such information or forecast.

Financial Summary

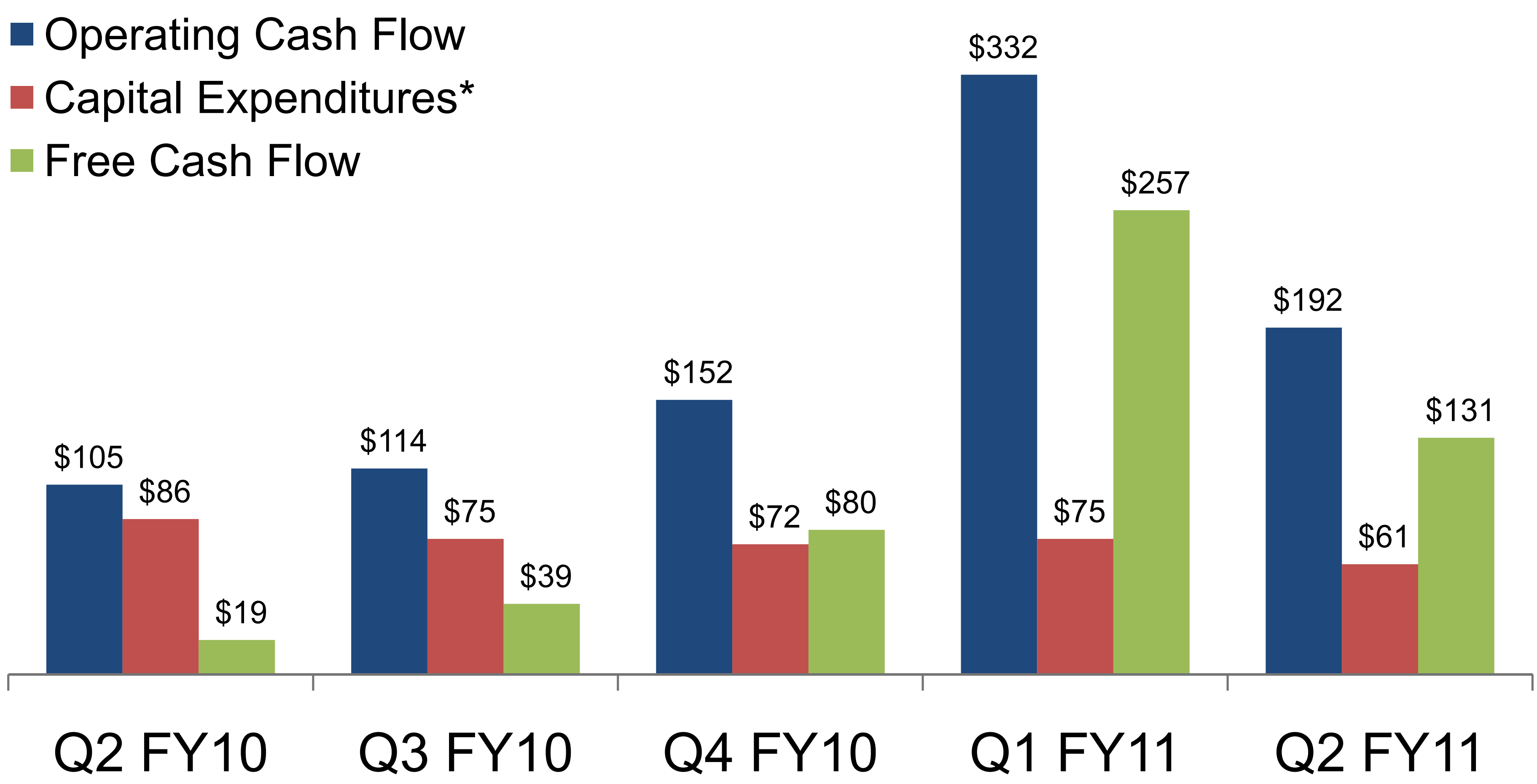
	Q2 FY10		Q2 FY11	
	GAAP	Non-GAAP	GAAP	Non-GAAP
Net revenue	$788	$1,147	$631	$884
Net revenue at Q2 FY10 FX rates			$643	$907
Gross profit margin	24.7%	48.4%	42.5%	59.2%
Diluted EPS	($1.21)	$0.06	($0.61)	$0.10

Headcount	8,829		7,820	
Headcount in low cost locations	21%		22%	
Operating cash flow	$6		($134)	
TTM operating cash flow	$105		$192	

* In $millions except per share amounts and headcount.

Cash Flow and Cap Ex

Trailing Twelve Months, in $millions



*Note: Excludes $233 million purchase of Redwood Shores headquarters facility.

Balance Sheet Highlights

~$5.00 per share in cash/marketable securities, no debt

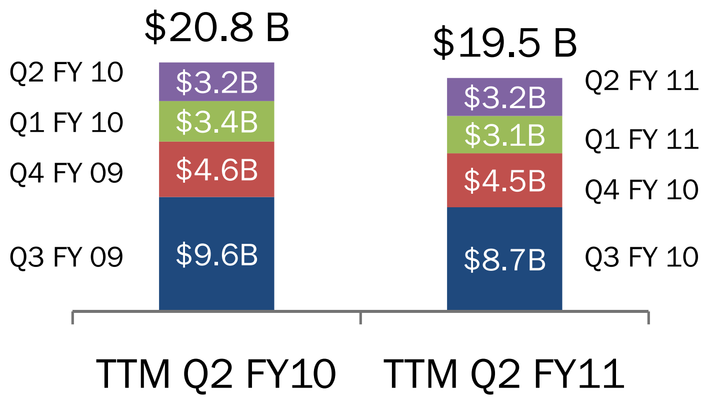
	Sept. 30, 2009	Sept. 30, 2010
Total Cash, Short-Term Investments, and Marketable Securities	$2,012 M	$1,657 M
Debt	—	—
Inventories	$250 M	$155 M
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	10%	11%
Trailing nine month non-GAAP revenue	8%	7%

Note: September 30, 2010 balances reflect the acquisition of Playfish, which closed in November 2009.

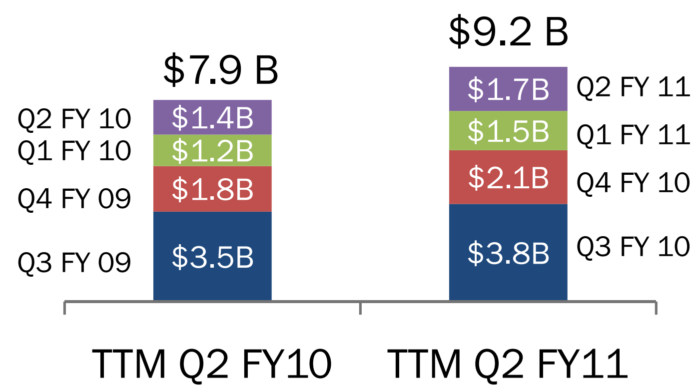
Segment Summary

Western World (N. America and Europe)

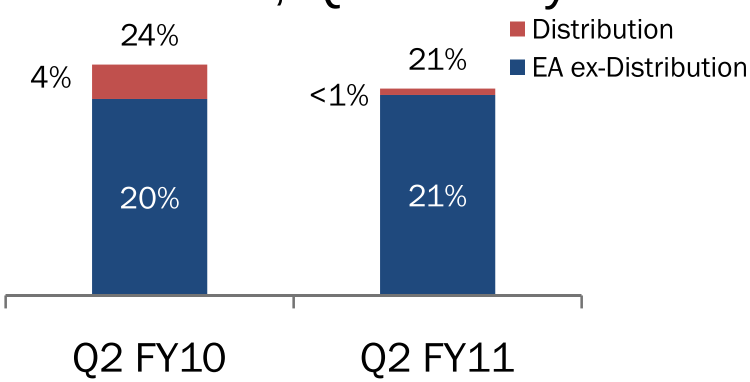
PKG Goods



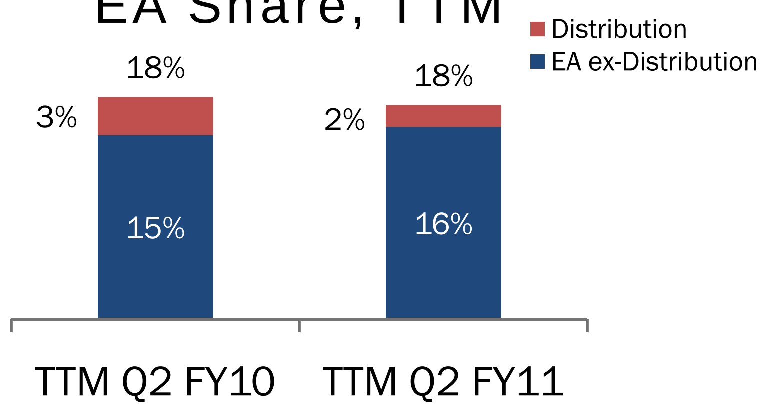
HD Console Software



EA Share, Quarterly



EA Share, TTM

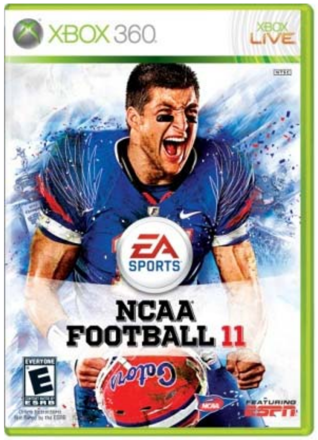


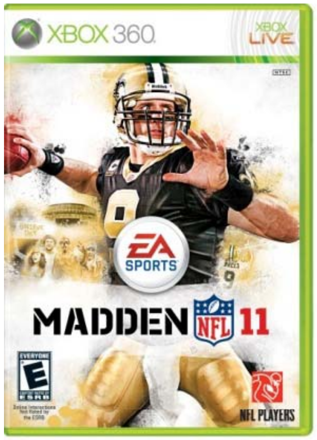
TTM: Digital Growth: 25-30%, Total Segment Growth 0-5%

Source: EA estimates.

Packaged Goods: Frontline

Fewer, bigger, better titles

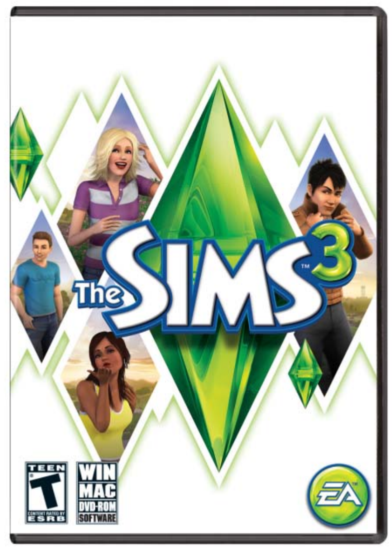


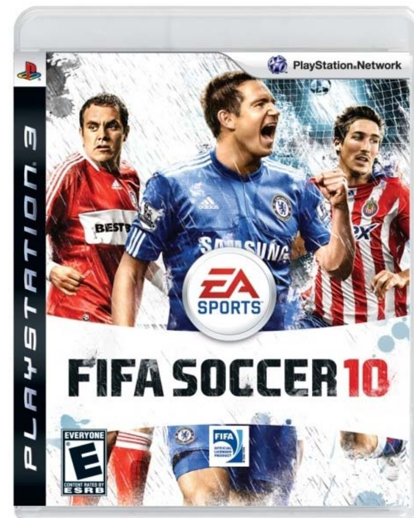


metacritic	86	83	89	88

Packaged Goods: Catalog

Quality and multi-player modes drive sustained sales





89	86	91
X360	PC	PS3
PS3		X360

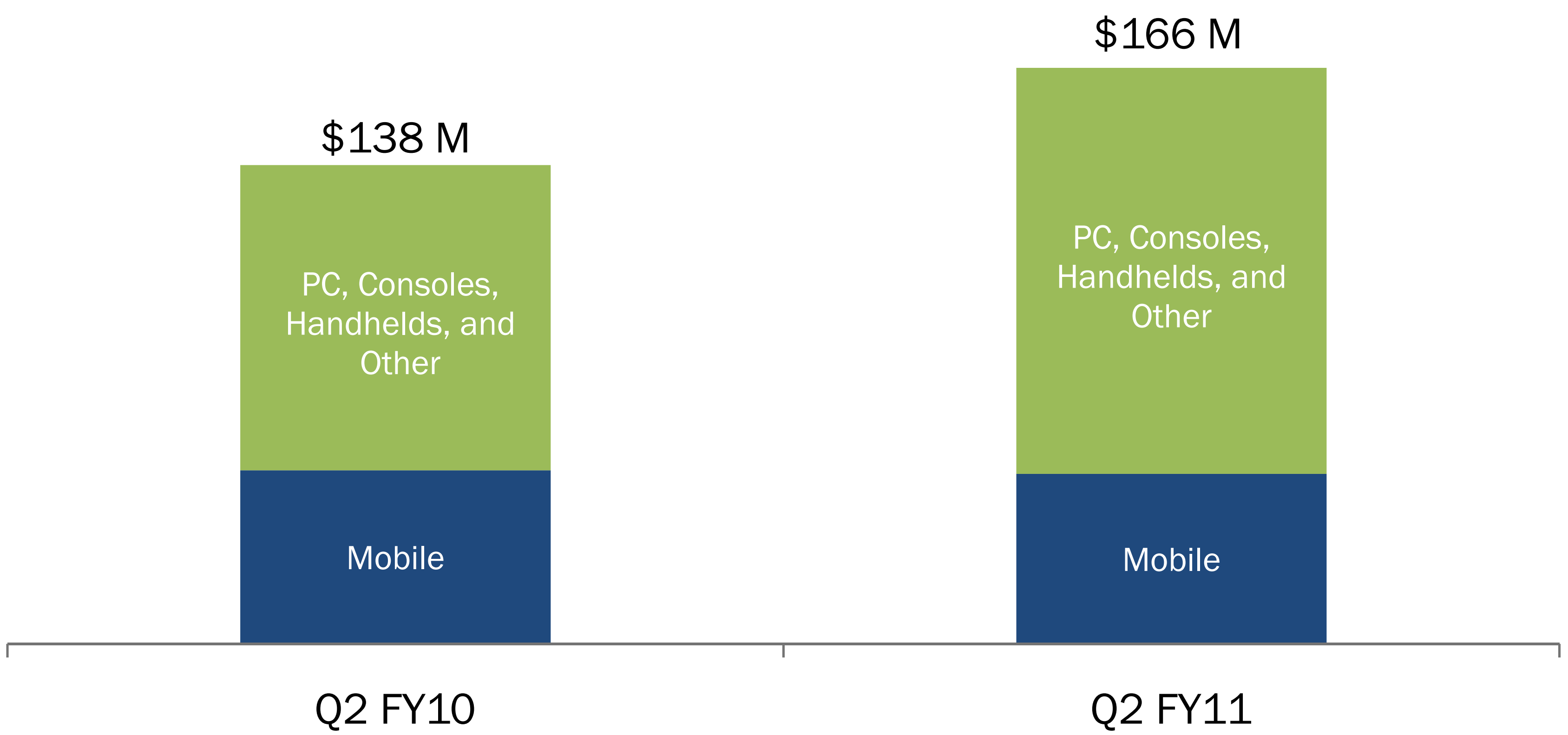
Digital Overview

Q2 FY11 non-GAAP digital revenues: $166 million

- Full-game and DLC growth
  - Key titles driving growth: *Battlefield: Bad Company 2, FIFA 10*
- Mobile continues to grow year-over-year
  - iPad and iPhone growth largely offset declining JAVA/Brew
- Growing registered users
  - 80 million registered core game users
    - Titles driving user registrations: *FIFA 10, Battlefield: Bad Company 2, Madden NFL 11, 2010 FIFA World Cup: South Africa*
  - 49 million Monthly Active Users (MAU), 8.5 million Daily Active Users (DAU) in Social Games
    - Key titles: *Pet Society, Restaurant City, FIFA Superstars, Madden Superstars*

Digital Platform Breakdown*

Broad-based growth across business models and platforms



*Revenue presented on a non-GAAP basis.

Margin Structure

Trailing Twelve Months Results

	Q2 FY10		Q2 FY11	
	GAAP	Non-GAAP	GAAP	Non-GAAP
Net revenue	$3.946 B	$4.314 B	$3.668 B	$3.619 B
Gross profit margin	44.6%	50.5%	58.1%	57.8%
Marketing and sales expense	18.2%	16.2%	18.5%	18.3%
General and administrative expense	7.9%	6.0%	8.6%	7.6%
Research and development expense	32.0%	26.5%	31.5%	28.6%
Operating margin	(26.1%)	1.8%	(4.9%)	3.3%
Net margin	(33.1%)	1.7%	(4.3%)	2.4%

Non-GAAP operating margin improves due to gross profit margin increase and cost controls, partially offset by lower revenue.

Guidance

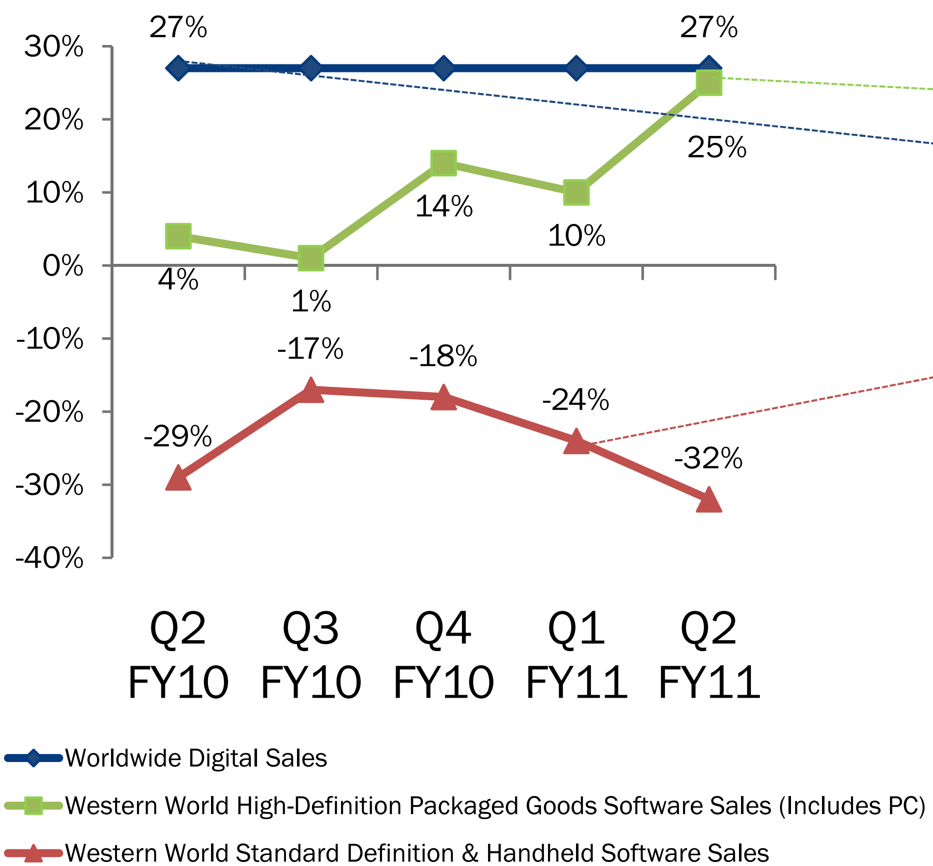
Q3 FY11 Currency Assumptions

- Exchange rates may remain volatile
- Current guidance FX assumptions:
  - $1.36 USD/Euro
    - EPS is largely hedged to the Euro on a full year basis
  - $0.97 USD/Canadian Dollar
    - R&D costs increase if the Canadian Dollar strengthens v. US Dollar
  - $1.58 USD/British Pound Sterling
    - EPS decreases if the GBP weakens v. USD
- Using spot exchange rates as of Oct. 29, 2010:
  - No impact to full year non-GAAP EPS
  - Zero to $10 million benefit to non-GAAP net revenue

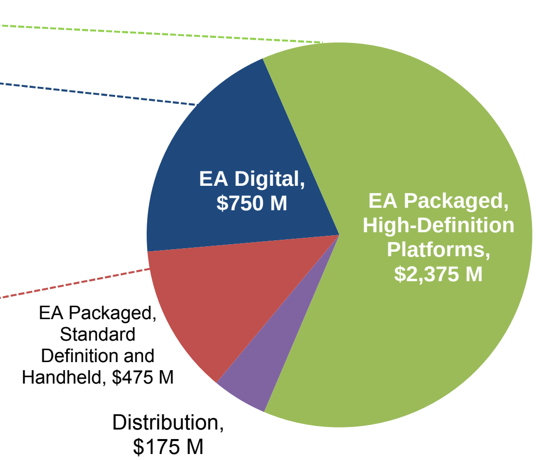
EA Focus

On Growing High Definition Platforms and Digital

Year-Over-Year Segment Growth



EA FY11 Estimated Revenue Breakdown at Midpoint of Non-GAAP Guidance



Source: EA estimates. Note, worldwide digital growth is estimated at 25% to 30% on an annualized basis.

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Guidance – Revenue Phasing

FY11 title release plan and quarterly revenue phasing

GAAP	$815 M	$631 M	$940 M to $1,065 M	$960 M - $1,085 M
Non-GAAP*	$539 M	$884 M	$1.375 B to $1.5 B	$850 M - $975 M

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*Difference between GAAP and non-GAAP quarterly revenue phasing is due to the change in deferred revenue (packaged goods and digital content). GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

Guidance – Full Year FY11 non-GAAP EPS guidance unchanged from prior quarter

Fiscal year, ending March 31, 2011

	GAAP	Non-GAAP
Revenue		
Publishing and Other revenue	$2.475 B - $2.725 B	$2.725 B - $2.975 B
Distribution revenue	More than $175 M	More than $175 M
Digital revenue	Approximately $700 M	Approximately $750 M
Total	$3.35 B - $3.60 B	$3.65 B - $3.90 B
Gross Profit Margin	Approximately 56%	Approximately 60%
Operating Expense	Approximately $2.2 B	Approximately $2.0 B
Tax Expense	Approximately $0 M	$65 M - $91 M
Net Income / (Loss)	($280 M) – ($182 M)	$167 M - $234 M
Earnings Per Share / (Loss)	($0.85) – ($0.55)	$0.50 - $0.70
Diluted Shares	Approximately 330 M	Approximately 334 M
Operating Cash Flow	$250 M - $300 M	

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GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

Guidance

Fiscal Q3, ending December 31, 2010

	GAAP	Non-GAAP
Net Revenue	$940 M to $1,065 M	$1.375 B to $1.5 B
Gross Profit Margin	39% to 40%	Approximately 58%
Operating Expense	$638 M to $653 M	$575 M to $590 M
Tax Expense / (Benefit)	Approximately $10 M	$64 M to $78 M
Net Income / (Loss)	($282 M) to ($232 M)	$166 M to $202 M
Earnings Per Share / (Loss)	($0.85) to ($0.70)	$0.50 to $0.60
Basic Shares	Approximately 331 M	Approximately 334 M

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GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

Guidance

Fiscal Q4, ending March 31, 2011

	GAAP	Non-GAAP
Net Revenue	$960 M to $1,085 M	$850 M to $975 M
Gross Profit Margin	66% to 67%	63% to 64%
Operating Expense	$538 M to $553 M	$480 M to $500 M
Tax Expense / (Benefit)	Approximately $10 M	$17 M to $30 M
Net Income / (Loss)	$100 M to $151 M	$45 M to $78 M
Earnings Per Share / (Loss)	$0.30 to $0.45	$0.13 to $0.23
Basic Shares	Approximately 335 M	Approximately 335 M

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GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

Packaged Goods Segment

Strength in Europe and High Definition Consoles

Q2 EA Titles Rated 80 or Higher by Metacritic	*FIFA 11* *Madden NFL 2011* *NCAA Football 2011*
EA Titles Selling Through Over 1 Million Units in Q2	*FIFA 11* *Madden NFL 2011* *NCAA Football 2011*

Q2 Packaged Goods Software, Year-Over-Year	**Western World**	**EU**
Playstation 3	28%	47%
Xbox 360	27%	41%
HD Console	27%	44%
Total Software	(2%)	2%

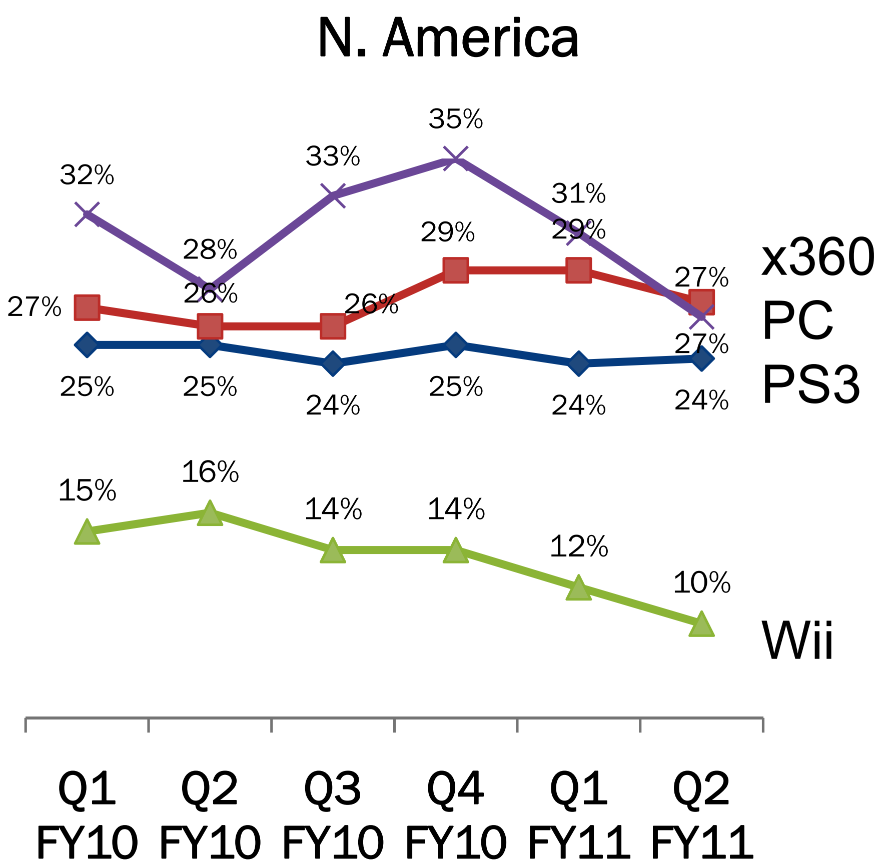
Q2 EA Packaged Goods Segment Share	21%	20%

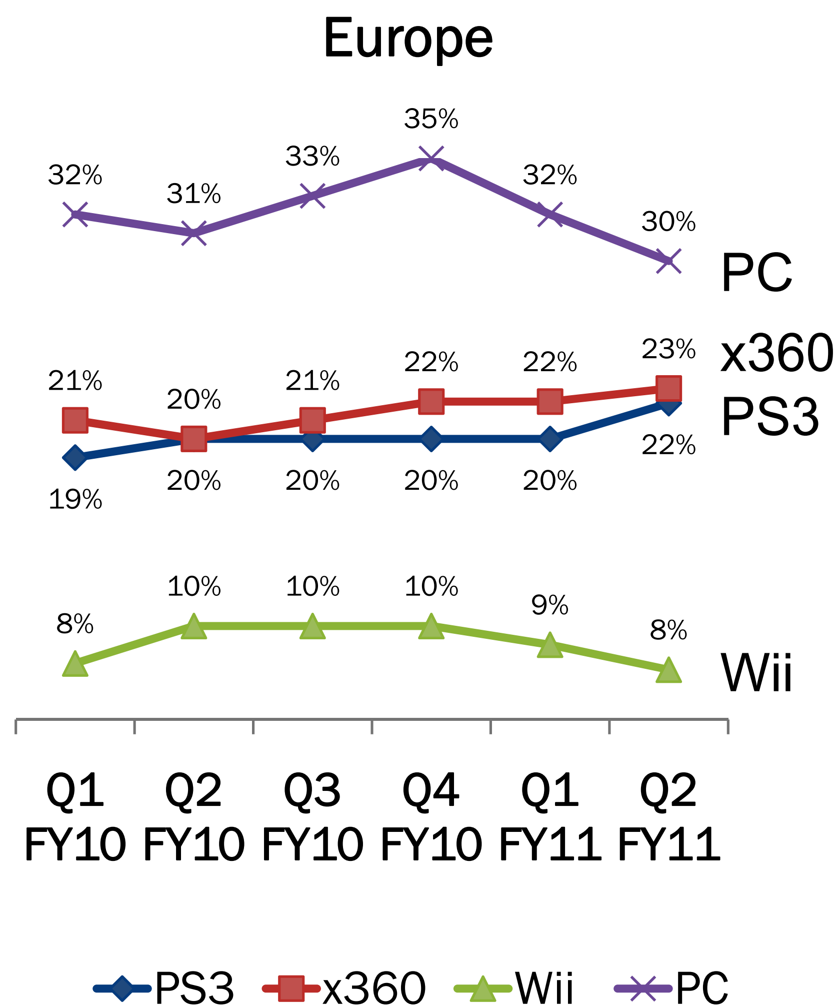
	Including Music	**Excluding Music**
N. America Packaged Goods CYTD	(8%)	(2%)

Source: Metacritic and EA estimates.

Segment Share by Platform

Selected Packaged Goods platforms, Trailing Twelve Months





Source: EA estimates.

Supplemental Financial Information

Non-GAAP Financial Measures

- To supplement the Company's unaudited condensed consolidated financial statements presented in accordance with GAAP, Electronic Arts uses certain non-GAAP measures of financial performance. The presentation of these non-GAAP financial measures is not intended to be considered in isolation from, as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with the Company's results of operations as determined in accordance with GAAP. The non-GAAP financial measures used by Electronic Arts include: non-GAAP net revenue, non-GAAP gross profit, non-GAAP operating income (loss), non-GAAP net income (loss) and historical and estimated non-GAAP diluted earnings (loss) per share. These non-GAAP financial measures exclude the following items, as applicable in a given reporting period, from the Company's unaudited condensed consolidated statements of operations:

  - Acquisition-related expenses
  - Change in deferred net revenue (packaged goods and digital content)
  - Gain (loss) on strategic investments
  - Loss on lease obligation (G&A) and facilities acquisition
  - Loss on licensed intellectual property commitment (COGS)
  - Restructuring charges
  - Stock-based compensation
  - Income tax adjustments

  The Company uses a fixed, long-term projected tax rate of 28 percent internally to evaluate its operating performance, to forecast, plan and analyze future periods, and to assess the performance of its management team. Accordingly, the Company has applied the same 28 percent tax rate to its non-GAAP financial results.

- Electronic Arts may consider whether other significant non-recurring items that arise in the future should also be excluded in calculating the non-GAAP financial measures it uses. Electronic Arts believes that these non-GAAP financial measures, when taken together with the corresponding GAAP financial measures, provide meaningful supplemental information regarding the Company's performance by excluding certain items that may not be indicative of the Company's core business, operating results or future outlook. Electronic Arts' management uses, and believes that investors benefit from referring to, these non- GAAP financial measures in assessing the Company's operating results both as a consolidated entity and at the business unit level, as well as when planning, forecasting and analyzing future periods. These non-GAAP financial measures also facilitate comparisons of the Company's performance to prior periods. In its earnings press release dated November 2, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP measures.

Q2 FY11 Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Three Months Ended September 30, 2010

	GAAP Results	*% of Revenue*	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Licensed Intellectual Property Commitment (COGS)	Gain on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	*% of Revenue*
Net revenue	**$ 631**		$ -	$ 253	$ -	$ -	$ -	$ -	$ -	**$ 884**	
Cost of goods sold	363	57.5%	(3)	-	1	-	-	-	-	361	40.8%
Gross profit	**268**	**42.5%**	**3**	**253**	**(1)**	**-**	**-**	**-**	**-**	**523**	**59.2%**
Operating expenses:											
Marketing and sales	173	27.4%	-	-	-	-	-	(6)	-	167	18.9%
General and administrative	77	12.2%	-	-	-	-	-	(10)	-	67	7.6%
Research and development	277	43.8%	-	-	-	-	-	(27)	-	250	28.3%
Acquisition-related contingent consideration	(28)	-4.4%	28	-	-	-	-	-	-	-	
Amortization of intangibles	15	2.4%	(15)	-	-	-	-	-	-	-	
Restructuring charges	6	1.0%	-	-	-	-	(6)	-	-	-	
Total operating expenses	520	82.4%	13	-	-	-	(6)	(43)	-	484	54.8%
Operating income (loss)	**(252)**	**-39.9%**	**(10)**	**253**	**(1)**	**-**	**6**	**43**	**-**	**39**	**4.4%**
Gain on strategic investments	28	4.4%	-	-	-	(28)	-	-	-	-	
Interest and other income, net	6	1.0%	-	-	-	-	-	-	-	6	0.7%
Income (loss) before provision for (benefit from) income taxes	(218)	-34.5%	(10)	253	(1)	(28)	6	43	-	45	5.1%
Provision for (benefit from) income taxes	(17)	-2.6%	-	-	-	-	-	-	30	13	1.5%
Net income (loss)	**$ (201)**	**-31.9%**	**$ (10)**	**$ 253**	**$ (1)**	**$ (28)**	**$ 6**	**$ 43**	**$ (30)**	**$ 32**	**3.6%**
Loss per share								**Earnings per share**			
Basic and diluted	**$ (0.61)**							**Basic**		**$ 0.10**	
								Diluted		**$ 0.10**	
Number of shares used in computation								Number of shares used in computation			
Basic and diluted	329							Basic		329	
								Diluted		333	

Q2 FY10 Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Three Months Ended September 30, 2009

	GAAP Results	*% of Revenue*	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Lease Obligation (G&A)	Loss on Licensed Intellectual Property Commitment (COGS)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	*% of Revenue*
Net revenue	**$ 788**		**$ -**	**$ 359**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 1,147**	
Cost of goods sold	593	75.3%	(3)	-	-	2	-	-	-	-	592	51.6%
Gross profit	**195**	**24.7%**	**3**	**359**	**-**	**(2)**	**-**	**-**	**-**	**-**	**555**	**48.4%**
Operating expenses:												
Marketing and sales	187	23.7%	-	-	-	-	-	-	(5)	-	182	15.9%
General and administrative	91	11.5%	-	-	(14)	-	-	-	(10)	-	67	5.8%
Research and development	316	40.1%	-	-	-	-	-	-	(29)	-	287	25.0%
Amortization of intangibles	12	1.5%	(12)	-	-	-	-	-	-	-	-	
Restructuring charges	6	0.8%	-	-	-	-	-	(6)	-	-	-	
Total operating expenses	612	77.6%	(12)	-	(14)	-	-	(6)	(44)	-	536	46.7%
Operating income (loss)	**(417)**	**-52.9%**	**15**	**359**	**14**	**(2)**	**-**	**6**	**44**	**-**	**19**	**1.7%**
Loss on strategic investments	(8)	-1.0%	-	-	-	-	8	-	-	-	-	
Interest and other income, net	7	0.9%	-	-	-	-	-	-	-	-	7	0.6%
Income (loss) before provision for (benefit from) income taxes	(418)	-53.0%	15	359	14	(2)	8	6	44	-	26	2.3%
Provision for (benefit from) income taxes	(27)	-3.4%	-	-	-	-	-	-	-	34	7	0.6%
Net income (loss)	**$ (391)**	**-49.6%**	**$ 15**	**$ 359**	**$ 14**	**$ (2)**	**$ 8**	**$ 6**	**$ 44**	**$ (34)**	**$ 19**	**1.7%**

	GAAP		Non-GAAP
Loss per share		**Earnings per share**	
Basic and diluted	**$ (1.21)**	**Basic**	**$ 0.06**
		Diluted	**$ 0.06**
Number of shares used in computation		Number of shares used in computation	
Basic and diluted	324	Basic	324
		Diluted	325

Q2 FY11 YTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Six Months Ended September 30, 2010

	GAAP Results	*% of Revenue*	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Licensed Intellectual Property Commitment (COGS)	Gain on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	*% of Revenue*
Net revenue	**$ 1,446**		**$ -**	**$ (23)**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 1,423**	
Cost of goods sold	585	40.5%	(6)	-	1	-	-	(1)	-	579	40.7%
Gross profit	**861**	**59.5%**	**6**	**(23)**	**(1)**	**-**	**-**	**1**	**-**	**844**	**59.3%**
Operating expenses:											
Marketing and sales	300	20.7%	-	-	-	-	-	(10)	-	290	20.4%
General and administrative	151	10.4%	-	-	-	-	-	(22)	-	129	9.1%
Research and development	552	38.2%	-	-	-	-	-	(57)	-	495	34.7%
Acquisition-related contingent consideration	(26)	-1.8%	26	-	-	-	-	-	-	-	
Amortization of intangibles	30	2.1%	(30)	-	-	-	-	-	-	-	
Restructuring charges	8	0.6%	-	-	-	-	(8)	-	-	-	
Total operating expenses	1,015	70.2%	(4)	-	-	-	(8)	(89)	-	914	64.2%
Operating loss	**(154)**	**-10.7%**	**10**	**(23)**	**(1)**	**-**	**8**	**90**	**-**	**(70)**	**-4.9%**
Gain on strategic investments	23	1.6%	-	-	-	(23)	-	-	-	-	
Interest and other income, net	6	0.4%	-	-	-	-	-	-	-	6	0.4%
Loss before benefit from income taxes	(125)	-8.7%	10	(23)	(1)	(23)	8	90	-	(64)	-4.5%
Benefit from income taxes	(20)	-1.4%	-	-	-	-	-	-	2	(18)	-1.3%
Net loss	**$ (105)**	**-7.3%**	**$ 10**	**$ (23)**	**$ (1)**	**$ (23)**	**$ 8**	**$ 90**	**$ (2)**	**$ (46)**	**-3.2%**
Loss per share								**Loss per share**			
Basic and diluted	**$ (0.32)**							**Basic and diluted**		**$ (0.14)**	
Number of shares used in computation								Number of shares used in computation			
Basic and diluted	328							Basic and diluted		328	

Q2 FY10 YTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Six Months Ended September 30, 2009

	GAAP Results	*% of Revenue*	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Lease Obligation (G&A)	Loss on Licensed Intellectual Property Commitment (COGS)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	*% of Revenue*
Net revenue	**$ 1,432**		**$ -**	**$ 531**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 1,963**	
Cost of goods sold	914	63.8%	(6)	-	-	2	-	-	(1)	-	909	46.3%
Gross profit	**518**	**36.2%**	**6**	**531**	**-**	**(2)**	**-**	**-**	**1**	**-**	**1,054**	**53.7%**
Operating expenses:												
Marketing and sales	351	24.5%	-	-	-	-	-	-	(8)	-	343	17.5%
General and administrative	157	11.0%	-	-	(14)	-	-	-	(15)	-	128	6.5%
Research and development	628	43.8%	-	-	-	-	-	-	(53)	-	575	29.3%
Amortization of intangibles	24	1.7%	(24)	-	-	-	-	-	-	-	-	
Restructuring charges	20	1.4%	-	-	-	-	-	(20)	-	-	-	
Total operating expenses	1,180	82.4%	(24)	-	(14)	-	-	(20)	(76)	-	1,046	53.3%
Operating income (loss)	**(662)**	**-46.2%**	**30**	**531**	**14**	**(2)**	**-**	**20**	**77**	**-**	**8**	**0.4%**
Loss on strategic investments	(24)	-1.7%	-	-	-	-	24	-	-	-	-	
Interest and other income, net	10	0.7%	-	-	-	-	-	-	-	-	10	0.5%
Income (loss) before provision for (benefit from) income taxes	(676)	-47.2%	30	531	14	(2)	24	20	77	-	18	0.9%
Provision for (benefit from) income taxes	(51)	-3.6%	-	-	-	-	-	-	-	56	5	0.2%
Net income (loss)	**$ (625)**	**-43.6%**	**$ 30**	**$ 531**	**$ 14**	**$ (2)**	**$ 24**	**$ 20**	**$ 77**	**$ (56)**	**$ 13**	**0.7%**

	GAAP Results		Non-GAAP Results
Loss per share		**Earnings per share**	
Basic and diluted	**$ (1.93)**	**Basic**	**$ 0.04**
		Diluted	**$ 0.04**
Number of shares used in computation		Number of shares used in computation	
Basic and diluted	324	Basic	324
		Diluted	325

TTM 9/30/10 Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Trailing Twelve Months Ended September 30, 2010

	GAAP Results	% of Revenue	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on licensed intellectual property commitment (COGS)	Gain on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	% of Revenue
Net revenue	**$ 3,668**		$ -	$ (49)	$ -	$ -	$ -	$ -	$ -	**$ 3,619**	
Cost of goods sold	1,537	41.9%	(10)	-	2	-	-	(2)	-	1,527	42.2%
Gross profit	**2,131**	**58.1%**	**10**	**(49)**	**(2)**	**-**	**-**	**2**	**-**	**2,092**	**57.8%**
Operating expenses:											
Marketing and sales	679	18.5%	-	-	-	-	-	(18)	-	661	18.3%
General and administrative	314	8.6%	-	-	-	-	-	(40)	-	274	7.6%
Research and development	1,153	31.5%	-	-	-	-	-	(114)	-	1,039	28.6%
Acquisition-related contingent consideration	(24)	-0.7%	24	-	-	-	-	-	-	-	
Amortization of intangibles	59	1.6%	(59)	-	-	-	-	-	-	-	
Restructuring charges	128	3.5%	-	-	-	-	(128)	-	-	-	
Total operating expenses	2,309	63.0%	(35)	-	-	-	(128)	(172)	-	1,974	54.5%
Operating income (loss)	**(178)**	**-4.9%**	**45**	**(49)**	**(2)**	**-**	**128**	**174**	**-**	**118**	**3.3%**
Gain on strategic investments	21	0.6%	-	-		(21)	-	-	-	-	
Interest and other income (expense), net	2	0.1%	-	-	-	-	-	-	-	2	-
Income (loss) before provison for income taxes	(155)	-4.2%	45	(49)	(2)	(21)	128	174	-	120	3.3%
Provision for income taxes	2	0.1%	-	-	-	-	-	-	32	34	0.9%
Net income (loss)	**$ (157)**	**-4.3%**	**$ 45**	**$ (49)**	**$ (2)**	**$ (21)**	**$ 128**	**$ 174**	**$ (32)**	**$ 86**	**2.4%**
Earnings (loss) per share								**Earnings per share**			
Basic and diluted	**$ (0.48)**							**Basic**		**$ 0.27**	
								Diluted		**$ 0.26**	

TTM 9/30/09 Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations

Trailing Twelve Months Ended September 30, 2009

	GAAP Results	% of Revenue	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Lease Obligation (G&A)	Loss on licensed intellectual property commitment (COGS)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	% of Revenue
Net revenue	**$ 3,946**		**$ -**	**$ 368**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 4,314**	
Cost of goods sold	2,188	*55.4%*	(13)	-	-	(36)	-	-	(2)	-	2,137	*49.5%*
Gross profit	**1,758**	***44.6%***	**13**	**368**	**-**	**36**	**-**	**-**	**2**	**-**	**2,177**	***50.5%***
Operating expenses:												
Marketing and sales	717	*18.2%*	-	-	-	-	-	-	(18)	-	699	*16.2%*
General and administrative	313	*7.9%*	-	-	(14)	-	-	-	(39)	-	260	*6.0%*
Research and development	1,259	*32.0%*	-	-	-	-	-	-	(118)	-	1,141	*26.5%*
Acquired in-process technology	1	-	(1)	-	-	-	-	-	-	-	-	-
Amortization of intangibles	51	*1.3%*	(51)	-	-	-	-	-	-	-	-	-
Goodwill impairment	368	*9.3%*	(368)	-	-	-	-	-	-	-	-	-
Restructuring charges	77	*2.0%*	-	-	-	-	-	(77)	-	-	-	-
Total operating expenses	2,786	*70.7%*	(420)	-	(14)	-	-	(77)	(175)	-	2,100	*48.7%*
Operating income (loss)	**(1,028)**	***-26.1%***	**433**	**368**	**14**	**36**	**-**	**77**	**177**	**-**	**77**	***1.8%***
Loss on strategic investments	(46)	*-1.2%*	-	-	-	-	46	-	-	-	-	-
Interest and other income, net	22	*0.6%*	-	-	-	-	-	-	-	-	22	*0.5%*
Income (loss) before provison for income taxes	(1,052)	*-26.7%*	433	368	14	36	46	77	177	-	99	*2.3%*
Provision for income taxes	256	*6.4%*	-	-	-	-	-	-	-	(229)	27	*0.6%*
Net income (loss)	**$ (1,308)**	***-33.1%***	**$ 433**	**$ 368**	**$ 14**	**$ 36**	**$ 46**	**$ 77**	**$ 177**	**$ 229**	**$ 72**	***1.7%***
Earnings (loss) per share									**Earnings per share**			
									Basic		**$ 0.23**	
Basic and diluted	**$ (4.06)**								**Diluted**		**$ 0.23**	

Q3 FY11 Guidance Reconciliation

The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' Q3 FY11 guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of November 2, 2010 and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth herein. The reconciliation provided below reflects rounding and other approximations. GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

	GAAP Guidance	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Gain on Strategic Investments	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-GAAP Guidance
Low end of Q3 FY11 guidance range								
Net Revenue	**940**		435					**1,375**
Approximate Gross Margin %	**39%**	*0.5%*	*18.5%*					**58%**
Approximate Operating Expense	**638**	(13)			(5)	(45)		**575**
Tax Expense (Benefit)	**10**						54	**64**
Net Income (Loss)	**(282)**	**17**	**435**	**-**	**5**	**45**	**(54)**	**166**
Loss Per Share	**$ (0.85)**							**$ 0.50**
Diluted shares	**331**							**334**
High end of Q3 FY11 guidance range								
Net Revenue	**1,065**		435					**1,500**
Approximate Gross Margin %	**40%**	*0.5%*	*17.5%*					**58%**
Approximate Operating Expense	**653**	(13)			(5)	(45)		**590**
Tax Expense (Benefit)	**10**						68	**78**
Net Income (Loss)	**(232)**	**17**	**435**	**-**	**5**	**45**	**(68)**	**202**
Loss Per Share	**$ (0.70)**							**$ 0.60**
Diluted shares	**331**							**334**

Q4 FY11 Guidance Reconciliation

The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' Q4 FY11 Guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of November 2, 2010 and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth herein. The reconciliation provided below reflects rounding and other approximations. GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

	GAAP Guidance	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Gain on Strategic Investments	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-GAAP Guidance
Low end of Q4 FY11 guidance range								
Net Revenue	**960**		(110)					**850**
Approximate Gross Margin %	**67%**	*0.5%*	*-4.0%*					**64%**
Approximate Operating Expense	**538**	(13)			(5)	(40)		**480**
Tax Expense (Benefit)	**10**						7	**17**
Net Income	**100**	**17**	**(110)**	**-**	**5**	**40**	**(7)**	**45**
Earnings Per Share	**$ 0.30**							**$ 0.13**
Diluted shares	**335**							**335**
High end of Q4 FY11 guidance range								
Net Revenue	**1,085**		(110)					**975**
Approximate Gross Margin %	**66%**	*0.5%*	*-4.0%*					**63%**
Approximate Operating Expense	**553**	(13)			-	(40)		**500**
Tax Expense (Benefit)	**10**						20	**30**
Net Income	**151**	**17**	**(110)**	**-**	**-**	**40**	**(20)**	**78**
Earnings Per Share	**$ 0.45**							**$ 0.23**
Diluted shares	**335**							**335**

FY11 Guidance Reconciliation

The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' FY11 Guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of November 2, 2010 and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth herein. The reconciliation provided below reflects rounding and other approximations. GAAP guidance excludes the impact of the cost reduction program announced on November 2, 2010.

	GAAP Guidance	Acquisition-related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Gain on Strategic Investments	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-GAAP Guidance
Low end of guidance range								
Net Revenue								
Publishing and Other	2,475		250					2,725
Distribution	175		-					175
Digital	700		50					750
Total	3,350		300					3,650
Approximate Gross Margin %	56%	*0.5%*	*3.5%*					60%
Approximate Operating Expense	2,200	(29)			(15)	(173)		2,000
Tax Expense	-						65	65
Net Income (Loss)	(280)	45	300	(23)	15	175	(65)	167
Earnings (Loss) Per Share	$ (0.85)							$ 0.50
Diluted shares	330							334
High end of guidance range								
Net Revenue								
Publishing and Other	2,725		250					2,975
Distribution	175		-					175
Digital	700		50					750
Total	3,600		300					3,900
Approximate Gross Margin %	56%	*0.5%*	*3.5%*					60%
Approximate Operating Expense	2,200	(29)			(10)	(173)		2,000
Tax Expense	-						91	91
Net Income (Loss)	(182)	45	300	(23)	10	175	(91)	234
Earnings (Loss) Per Share	$ (0.55)							$ 0.70
Diluted shares	330							334