



EA and ESPN Videogame Integration Begins with MVP 06 NCAA BASEBALL; ESPNEWS Streamed in Real-Time as Players Swing for the NCAA Baseball Championship

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 24, 2006--Electronic Arts (Nasdaq:ERTS) has delivered the first game with ESPN integrated content. EA SPORTS™ branded MVP™ 06 NCAA® Baseball, which is in stores now, marks the first title of this long-term relationship between the two sports leaders. EA SPORTS Fight Night Round 3, shipping this Spring, will be the next EA SPORTS branded game to be released featuring ESPN content integration.

"EA and ESPN are creating one place, inside our EA SPORTS games, where anyone who is passionate about real sports and sports videogames can come for their ultimate sports fix," said Todd Sitrin, vice president of marketing for EA. "The first implementation can be found in EA SPORTS' MVP 06 NCAA Baseball where gamers can receive ESPN SportsCenter radio highlights, real-time scores, and top stories from the world of sports that update seamlessly while they play; it's the first step in bringing together the worlds of interactive gaming and actual sports," Sitrin added.

"MVP 06 NCAA Baseball is the first title that will showcase ESPN content and integration within EA games," said Jim McGee, vice president of interactive gaming for ESPN. "The implementation in this and future products will vary and evolve over time. We believe that through games like this one, ESPN and EA will redefine how sports fans consume their sports information and experience sports entertainment."

MVP 06 NCAA Baseball, the latest offering from the makers of the critically acclaimed MVP Baseball™ franchise, is the first-ever college videogame to hit the market and the first game in the EA SPORTS portfolio to integrate ESPN in a way that will completely redefine the gaming experience. Featuring a live ESPN ticker recognizable from TV telecasts, ESPN Radio SportsCenter updates every 20 minutes and news from ESPN.com, online connected users stay completely up to date in the world of sports while they play. Powering this ESPN Integration is Online Everywhere, an all-new feature that allows users to be online all the time regardless of where they are in the game. This new EA technology offers instant access to features such as ESPN content, EA™ Messenger and more.

In January 2005 EA and ESPN announced a long-term agreement for the development and integrated marketing of EA SPORTS games containing ESPN content. The agreement gives EA access to ESPN programming, personalities and integrated marketing opportunities on ESPN television programming and other ESPN properties.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2005, EA posted revenues of \$3.1 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>.

About ESPN

ESPN, Inc., The Worldwide Leader in Sports, is the leading multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia sports assets with over 50 business entities. The company, which celebrated its 26th anniversary on September 7, 2005, is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPN2 HD and ESPN HD (high-definition simulcast services of ESPN and ESPN2, respectively), ESPN Regional Television, ESPN International (29 international networks and syndication), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360 (Broadband), Mobile ESPN (wireless), ESPN On Demand, ESPN Interactive and ESPN PPV. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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