



EA Announces Olympic Gold Medalist Oscar De La Hoya as Cover Athlete and Spokesman for EA SPORTS(TM) Fight Night Round 3 for Xbox 360 and PSP

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 4, 2006--Electronic Arts (Nasdaq:ERTS) announced today that Oscar De La Hoya will serve as cover athlete and spokesman for EA SPORTS™ Fight Night Round 3. Olympic gold medalist, former WBC & WBA super welterweight champion, WBC welterweight and super lightweight champion, De La Hoya is recognized as one of the best pound-for-pound fighters in the world and will be featured on the cover of EA SPORTS Fight Night Round 3 for the Xbox 360™ system and PSP™ (PlayStation® Portable) system. Arturo Gatti and Mickey Ward will grace the covers of the game for the PlayStation® 2 computer entertainment system and Xbox® videogame system from Microsoft.

"It's exciting to be contributing to a project that pushes the popularity of boxing to a new level and to a new audience," said De La Hoya. "EA SPORTS Fight Night Round 3 is so realistic anyone can pick up the game and learn about the actual sport while having a fun time doing it. The visuals in the game are so amazing. You can actually see the emotions on my face change throughout the round."

EA SPORTS Fight Night Round 3 brings the most intense boxing videogame experience to the virtual ring. Film-quality graphics and innovative gameplay establish EA SPORTS Fight Night Round 3 as one of the best-looking and playing Xbox 360 sports game on the market.

Developed by EA Chicago, EA SPORTS Fight Night Round 3 is scheduled to ship in February 2006 for the Xbox 360, PSP, PlayStation 2 and Xbox. The game's official website is www.fightnightround3.com.

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>

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CONTACT:

Electronic Arts, Inc.
Peter Nguyen, 650-628-3607
pnguyen@ea.com
Robin Chandler, 650-628-3610
rchandler@ea.com

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