



## **EA Unveils Line-Up of Wireless Titles at E3; Orcs & Elves Makes World Debut -- the Second Collaborative Title Between EA, id Software and Fountainhead Entertainment**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 3, 2006--Electronic Arts Inc. (NASDAQ:ERTS) today announced its mobile roster for the upcoming Electronic Entertainment Expo (E3), taking place in Los Angeles May 10 - 12, 2006. EA's dynamic lineup of wireless titles will be shown at EA's booth 1000 in the South hall. The company will debut Orcs & Elves™, id Software's new intellectual property, created exclusively for mobile phones by Fountainhead Entertainment.

EA will also showcase an impressive slate of EA SPORTS™ games including EA SPORTS™ 2006 FIFA World Cup™, EA SPORTS™ Fight Night Round 3, Madden NFL 07, NBA Live 2007, Tiger Woods PGA TOUR™ 07 and an enhanced version of the popular puzzle game Tetris®.

Mitch Lasky, Senior Vice President, EA Mobile noted, "EA Mobile is the leader in wireless entertainment publishing and our slate of games demonstrates our continued commitment to quality, innovation and value. We have something for every mobile phone user -- from the best-loved puzzle games like Tetris, to popular sports games like Madden NFL, to the most cutting-edge action games like id's Orcs & Elves."

### **EA'S MOBILE GAME LINE-UP FOR E3 2006**

#### **EA SPORTS™ 2006 FIFA WORLD CUP™**

2006 FIFA World Cup™ captures the passion and glory of the World Cup on your mobile phone. Select any of the 32 finalist international teams and carve your own path to holding the prized Cup. The game features improved gameplay with more realistic goalkeepers, better ball physics and increased fluidity of passing and shooting. Random weather effects are also new, with matches taking place in the rain and dry conditions.

#### **EA SPORTS™ Fight Night Round 3**

For diehard and casual boxing fans alike EA SPORTS Fight Night Round 3 brings the most intense boxing videogame experience to the mobile ring. Featuring the most popular and feared boxers of all time such as Oscar de la Hoya, Roy Jones Jr., and Sugar Ray Leonard. Gamers can establish intense rivalries through pre-fight events putting purpose and passion behind every hit. It's the closest thing to being in the ring without getting punched.

#### **MADDEN NFL 07**

Take the field for exciting NFL football with Madden NFL 07. Play 11-on-11 as your favorite NFL teams and players, selecting from over 50 plays from the real Madden playbook. Throw precision passes and feel the excitement of hard-hitting tackles narrated by Al Michaels and John Madden in the only football game to have on your mobile!

#### **NBA Live 2007**

Feel the emotion and intensity of the most complete basketball experience with NBA LIVE 07. Take the point and deliver fast break passes on the fly as teammates run the lanes awaiting your pass. On defense, get inside and feel what it's like to block a dunk -- or to be dunked on -- as big bodies collide under the basket. Will you live in the paint or set up camp outside the arc? The choice is yours. EA SPORTS elevates NBA basketball to a whole new level with NBA LIVE 07: the only basketball game to have on your mobile phone!

#### **Orcs & Elves™**

Following the success of DOOM RPG, EA has teamed up with id Software and Fountainhead Entertainment to create Orcs & Elves, an epic adventure that utilizes the next generation DOOM RPG graphics engine resulting in rich gameplay of unparalleled depth. The title, which immerses mobile gamers in an original fantasy universe, provides a hybrid gameplay

experience, combining first-person action and tactical RPG. With the help of a magical talking wand, players explore an ancient Dwarven fortress riddled with legendary beasts and untold treasure.

## Tetris®

One of the most widely played video games of all time, Tetris is a simple, highly addictive, real-time puzzle game. Players attempt to manipulate block-like pieces called "Tetriminos" as they drop into a well. As the Tetriminos fall, players must attempt to neatly arrange them into a horizontal row. When the row is complete, the row is removed from the well.

## TIGER WOODS PGA TOUR® 07

Tiger Woods PGA TOUR 07 challenges you to call out your rivals and prove yourself as the greatest golfer ever. Battle Tiger Woods and other PGA TOUR golfers like John Daly and Colin Montgomerie. Tiger Woods PGA TOUR 07 comes packed five licensed golfers and six authentic PGA TOUR courses.

## 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](http://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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