



## **EA Taps Elliott Sadler as Cover Athlete for NASCAR 07; New Game From EA SPORTS Launching in September; Places Fans in the Excitement of NASCAR NEXTEL Cup Racing Action Like Never Before**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--June 30, 2006--With more NASCAR NEXTEL Cup drivers at the highest level of the sport gaming than ever before, Electronic Arts (NASDAQ:ERTS) announced today that its EA SPORTS™ branded NASCAR® videogame, NASCAR® 07, will feature NASCAR NEXTEL Cup Series driver Elliott Sadler on the cover. The longtime gamer has been heavily involved in all aspects of EA's NASCAR franchise since he joined the Cup ranks in 1999, including taking home the championship trophy from last years' EA SPORTS Drivers Gaming Competition in Bristol, TN, making him the perfect driver to showcase on the cover.

"I'm thrilled that EA has chosen me as their cover athlete for the game this year," said Sadler, driver of the No. 38 M&M's Ford Fusion for Robert Yates Racing. "I've been a big fan of this game for a while now and play it as often as I can whether I'm on the road or at home."

"The changes for the game this year are really going to impress folks," Sadler added. "They've brought the excitement and speed aspects of our sport to the forefront and put the control in the hands of the player. It'll feel like you are right there in the car with me, feeling that adrenaline rush I get every time I'm out there on the track."

Todd Sitrin, vice president of marketing, EA Tiburon, stated, "Over the years we have watched Elliott deal with some of the most exhilarating racing situations in the sport and come out on top. He represents what NASCAR 07 is all about, dealing with difficult situations and not letting it get to you, but instead focusing on the next opportunity and doing what you can to win."

### About Elliott Sadler

Elliott Sadler comes from a long line of racing history on the short tracks of Virginia, his home state. He spent two years in the NASCAR Busch Series before joining the NASCAR NEXTEL Cup Series ranks in 1998 with Wood Brothers Racing. After four seasons, Sadler and Wood Brothers parted ways and he secured a spot behind the wheel of the No. 38 M&M's Ford at Robert Yates Racing.

2006 marks Sadler's eighth season of competition on NASCAR's premier circuit, where he has amassed three wins, a Gatorade Duel victory and six pole positions. Sadler has the distinction of being one of only four drivers to stay in the top-10 in points throughout the entire inaugural Chase for the NASCAR NEXTEL Cup in 2004.

### About NASCAR 07

Get an inside look at the incredibly fast and dangerous world of NASCAR racing with NASCAR 07. The control is now in the hands of the player as they attempt to navigate through intense moments with drivers racing inches apart at 200 mph. Push your car to the limit and leave drivers in the dust as all-new effects from screen blurring to camera shaking highlight every detail of the action. Modify your car's handling to your exact specification with a user-friendly sliding scale that makes for ultimate control behind the wheel. Get a NASCAR 101 racing education in a one-on-one tutorial from Kenny Wallace, then select your favorite driver and invest skill points to help him reach the pinnacle of the sport: The NEXTEL Cup Series championship.

NASCAR 07 will be on store shelves September 6th and is rated "E" for (Everyone) by the ESRB. The game will be available on the PlayStation®2 computer entertainment system and Xbox® video game system from Microsoft and NASCAR® will also be available on the PSP® (PlayStation®Portable) system.

### 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 2006, EA posted revenue of \$2.95 billion and had 27 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>.

#### About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the No. 1 spectator sport -- holding 17 of the top 20 attended sporting events in the U.S., the No. 2-rated regular season sport on television with broadcasts in more than 150 countries, and has 75 million fans that purchase more than \$2.1 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series, and the NASCAR Craftsman Truck Series) as well as eight regional tours and one local grassroots series. NASCAR sanctions 1,500 races at over 100 tracks in 35 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Bentonville (Ark.), Charlotte, Concord (N.C.), Conover (N.C.), Los Angeles, New York, Mexico City and Toronto.

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