



EA SPORTS FIFA Online Sets New Record for Online Games in Korea; EA SPORTS FIFA Online Reaches 100,000 Peak Concurrent Users in First Month of Launch

SEOUL, South Korea & REDWOOD CITY, Calif.--(BUSINESS WIRE)--June 28, 2006--Electronic Arts (NASDAQ:ERTS), the world's leading interactive entertainment software company, and Neowiz Corporation, one of Korea's leading game publishers and developers, today announced that EA SPORTS™ FIFA Online has set a new record for the most Peak Concurrent Users (PCUs) in its opening month. According to internal data, EA SPORTS FIFA Online has beaten all records for online games in Korea, with the biggest opening weekend recorded of 33,000 PCUs, over 50,000 in its first 11 days and over 100,000 in its first 23 days. These numbers put the popular soccer game ahead of all other online games, including racing and fantasy titles. For the weekend of June 17-18, EA SPORTS FIFA Online broke the 100,000 PCU mark. At this 100,000 PCU mark, the game has also hit over 600,000 unique users in same day.

In Open Beta since May 25, 2006, EA SPORTS FIFA Online brings the total soccer experience to Korean online game players for the first time ever. The online game delivers a combination of precision gameplay, deep customization and pure soccer authenticity. Intuitive gameplay allows players to command every move on the pitch with pinpoint accuracy. The responsive control allows for easy passing, shooting and tackling, enabling players to trap, shield and dribble like a world-class soccer star. EA SPORTS FIFA Online, which is available in both matchplay and career mode, delivers the most comprehensive roster of official licensed leagues from the world of soccer with an unprecedented level of real clubs, kits, stadiums and players. EA SPORTS FIFA Online will begin commercialization with the introduction of microtransactions in July 2006. Exclusive features to EA SPORTS FIFA Online include community features such as in game chatting, online persistency such as custom teams, tournament rankings, with levels and auto match-making corresponding to each user's playing ability.

"We are tremendously proud of EA SPORTS FIFA Online. This is the launch of our online gaming strategy in Korea and we are emboldened by these phenomenal results. In its first month, the game already has terrific momentum, a passionate fan base and a very promising start. It has also been very rewarding to work with such a high caliber local partner as Neowiz," said Jon Niermann, President, EA Asia Publishing.

Mr. Sung Kyun Na, President of Neowiz, said, "EA SPORTS FIFA Online is the first online game title in Korea, to reach such staggering success so early by surpassing 100,000 open beta users. It is also the first successful case of a converted PC packaged goods title to an online game. Both are unprecedented in online game history." He added, "Since EA SPORTS FIFA Online is based on a simulated game that is internationally popular and an easy-to-understand sport, we hope this wonderful result bodes well for the global game in the future."

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. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About Neowiz

Neowiz Co. Ltd, headquartered in Seoul, South Korea, is the nation's leading online game company. Founded in 1997, Neowiz is expected to post revenues of \$100 million for fiscal 2005. The company develops and publishes online games. In 2005, Neowiz had over 40 online game titles in service including the most popular online game in Korea called Special Force. Neowiz markets its products under its online game portal www.pmang.com. More information about the company information and press releases can be found on the internet at www.neowiz.com.

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