



Tracy McGrady Becomes the New Face of EA's NBA LIVE 07; EA SPORTS(TM) Total Freestyle Control and Unprecedented Level of ESPN Integration Debut in Best-Selling Basketball Videogame

REDWOOD CITY, Calif., Jun 21, 2006 (BUSINESS WIRE) -- Electronic Arts (Nasdaq:ERTS) announced today that Tracy McGrady, one of the most explosive and electrifying athletes over his nine-year NBA career, has been selected the new face of NBA LIVE 07, scheduled for release this fall under the EA SPORTS™ brand.

The Houston Rockets forward joins an exclusive list of NBA players to be selected to the cover of the best-selling EA SPORTS basketball franchise(a). McGrady will serve as spokesperson and will be the center-piece of NBA LIVE 07 advertising, marketing and packaging in North America and several other countries around the world.

A two-time NBA scoring champion and six-time NBA All-Star, McGrady embodies athleticism and masterful skill, characteristics that the best-selling NBA LIVE 07 videogame brings to life. McGrady led the league in scoring by averaging 32.1 points per game in 2003, when he became the youngest NBA player to average 30-plus points per game since Bob McAdoo in 1974-75, and has remained one of the game's most popular and entertaining players. McGrady finished 12th in NBA scoring (24.4 ppg) this year and averaged 6.5 rebounds and 4.8 assists. It was the sixth time in his career he has scored more than 24 points a game.

"I've always looked upon the EA SPORTS athletes as fan favorites so I'm honored to be named this year's NBA LIVE 07 cover athlete and join the EA SPORTS family," said McGrady. "Each year there is tremendous anticipation around the league as players wait to see themselves in NBA LIVE and I feel like this year my virtual self plays more like me than ever before. This is as close to playing in the NBA as you get."

McGrady joins an exclusive list of superstar athletes previously featured on the cover of the best-selling NBA LIVE franchise, including Dwyane Wade of the Miami Heat (2006), Carmelo Anthony (2005), Vince Carter (2004), and Jason Kidd (2003).

This year NBA LIVE 07 will play as good as it looks with gameplay advancements that build upon the depth and authenticity that the NBA LIVE franchise has delivered for more than a decade. Powered by next generation technology that EA showcased at Electronic Entertainment Expo (E3), NBA LIVE 07 will introduce the next generation of basketball gameplay with EA SPORTS™ Total Freestyle Control, a new feature that gives users more control over athletes than they ever imagined. By introducing a ground-breaking next generation AI system that is both intuitive and intelligent, combined with advancements to fan-favorite features like All-Star Weekend and Dynasty Mode™, NBA LIVE 07 will continue to deliver its award-winning gameplay experience to fans worldwide.

This year NBA LIVE 07 will partner with the worldwide leader in sports to deliver more ESPN content in-game while you play than ever before. The most advanced ESPN integration package with never-before-seen features will be available only through NBA LIVE 07.

The official NBA LIVE 07 website will host news and information on this year's game, behind the scenes looks at the TV commercial shoots and the making of the game, as well as contests, videos, screenshots and pod casts with some of the top 2006 NBA Draft picks. Go to www.nbalive07.com for the latest news and features for NBA LIVE 07.

Developed in Vancouver, B.C., by EA Canada, the studio which is also home to the popular NBA STREET and NCAA® March Madness® franchises, NBA LIVE 07 will be available on the Xbox 360™ and Xbox® video game systems from Microsoft, the PlayStation®2 computer entertainment system, PSP™ (PlayStation®Portable) system, and PC.

NBA LIVE Cover Athletes - North America

NBA LIVE 07 - Tracy McGrady, Houston Rockets

NBA LIVE 06 - Dwyane Wade, Miami Heat

NBA LIVE 2005 - Carmelo Anthony, Denver Nuggets

NBA LIVE 2004 - Vince Carter, Toronto Raptors
NBA LIVE 2003 - Jason Kidd, New Jersey Nets
NBA LIVE 2002 - Steve Francis, Houston Rockets
NBA LIVE 2001 - Kevin Garnett, Minnesota Timberwolves
NBA LIVE 2000 - Tim Duncan, San Antonio Spurs
NBA LIVE 1999 - Antoine Walker, Boston Celtics
NBA LIVE 1998 - Tim Hardaway, Miami Heat
NBA LIVE 1997 - Mitch Richmond, Sacramento Kings
NBA LIVE 1996 - Shaquille O'Neal, Orlando Magic
NBA LIVE 1995 - New York Knicks vs Houston Rockets

(a) Based on total franchise sales according to NPD Data.

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>.

Electronic Arts, EA, EA SPORTS, EA SPORTS BIG, POGO and Dynasty Mode are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. The NBA and individual NBA member team identifications used are trademarks, copyrighted designs, and other forms of intellectual properties of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. NCAA and March Madness are trademarks or registered trademarks of the National Collegiate Athletic Association. PSP is a trademark and PlayStation is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are either trademarks or registered trademarks of Microsoft Corporation. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Canada
Steve Frost, 604-456-5067
sfrost@ea.com
David Tinson, 604-456-5167
dtinson@ea.com