



EA Signs Agreement to Offer Dynamic In-Game Advertising on Xbox 360 and PC Titles; Agreement with Massive Provides In-Game Ad Solution for up to Four Titles

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 31, 2006--Electronic Arts Inc. (NASDAQ:ERTS) today announced an agreement with Massive Incorporated, a leading network for video game advertising, in a move that will offer to marketers on a global basis new dynamic advertising opportunities across select EA franchises on the Xbox 360™ video game and entertainment system from Microsoft.

A portfolio of EA games developed for the Xbox 360 and PC worldwide will be incorporated into Massive's Video Game Network. Massive is a wholly-owned subsidiary of Microsoft. Financial terms of today's agreement were not disclosed.

The initial EA title to incorporate dynamically delivered in-game advertising via Massive is Need for Speed™ Carbon, the newest title from the best-selling Need For Speed franchise which was developed at EA Black Box in Vancouver, British Columbia. Fans of the franchise have seen static ads in the prior three titles and now will see both static and dynamic brand presence integrated into the game environments, across the platforms and across the geographies where they play.

The dynamic execution allows for in-game advertising elements to be updated and changed in real-time, keeping the advertising fresh and relevant for gamers. EA's development teams work closely with Massive to ensure that advertising is placed in areas that fit within the game environment. Additional EA titles will offer dynamic ad serving capabilities as a result of the strategic relationship with Massive.

"The agreement with Massive is a first step in a detailed strategy for serving advertising in a seamless format that doesn't disrupt game play," said Chip Lange, EA's vice president of online commerce. "In places like a basketball court, football stadium or roadside in a racing game, advertising is not only nice to have, but it's an essential component to create the fiction of being there. This agreement with Massive allows us to vary what relevant ads are served to the game player."

"This is a great partnership," said Mitchell Davis, CEO of Massive. "Dynamic advertising opportunities in top EA titles across two platforms represents an unprecedented marketing opportunity for advertisers to target the youth demographic in the most engaging medium."

Massive offers advertisers the ability to reach and engage an aggregated gaming audience in real-time. All forms of downloadable media and advertising content can be contextually integrated into the game environment, including image, audio, video and game object formats.

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>.

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