



## **Yesssss! NBA LIVE 07 From EA SPORTS Ships Today**

### **Streaming ESPN Motion, ESPN Radio Podcasts, Signature Dunks and Jump Shots for Star Players and Ultimate Authenticity with Total Freestyle Control Highlight NBA LIVE 07**

REDWOOD CITY, Calif., Sep 26, 2006 (BUSINESS WIRE) -- The chance to play with complete control over all of the dazzling passes, signature dunks, jump shots and free throw routines of your favorite NBA stars in the world's best-selling\* basketball video game became a reality today after Electronic Arts (NASDAQ:ERTS) shipped NBA LIVE 07 to stores throughout North America.

Developed by EA Canada, NBA LIVE 07 features NBA superstar Tracy McGrady of the Houston Rockets on its cover, and it is available on the Xbox 360™ and Xbox® video game systems from Microsoft, PSP® (PlayStation®Portable) system, mobile and PC. It will ship to stores in North America on the PlayStation®2 computer entertainment system on September 27th.

On Wednesday, September 27, McGrady and Tony Parker of the San Antonio Spurs, who is featured on NBA LIVE 07 packaging in France, will help launch NBA LIVE 07 at the world's only NBA Store on 5th Avenue in New York City. Beginning at 1:00 pm Eastern Time, the first 150 fans who have registered to pre-purchase the game from the NBA Store will receive an autographed copy of the game from McGrady and Parker and have the opportunity to meet the players.

Outside North America, NBA LIVE 07 will be available to stores worldwide on Oct. 5 and Oct. 6 with Parker and Boris Diaw of the Phoenix Suns on the cover in France, Dirk Nowitzki of the Dallas Mavericks on the cover in Germany and Pau Gasol of the Memphis Grizzlies on the cover in Spain. McGrady is featured on the cover in North America and all other territories.

This year NBA LIVE 07 introduces ESPN Motion and streaming ESPN radio podcasts delivered right to your console in game through a ground-breaking new ESPN integration package available on the Xbox 360™ and PlayStation®3 consoles. Fans connected online will be able to watch NBA game highlights, segments from Pardon the Interruption or Around the Horn, interviews and analysis from SportsCenter, and more. Fans will also be able to download and listen to ESPN radio podcasts as they play NBA LIVE 07, including segments from Dan Patrick, Mike & Mike, Stephen A. Smith and others. All this is in addition to live ESPN Radio SportsCenter updates every 20 minutes, the ESPN Ticker and ESPN News.

Legendary broadcaster Marv Albert and former Chicago Bulls star Steve Kerr call all the action from the best seats in the house as you take your game to the highest level in NBA LIVE 07. With all-new EA SPORTS™ Total Freestyle Control and revolutionary gameplay -- complete with ultra-realistic moves and player emotions -- the highly acclaimed basketball video game from the EA SPORTS brand plays as good as it looks. Pull off moves only the pros perform as you replicate the styles of your favorite NBA players. Elevate to the rim for an electrifying dunk and bring the crowd to its feet, or look to your superstars to shift momentum with the game on the line. Featuring all-new levels of ability for your EA SPORTS Freestyle Superstars, the power to switch their skills on-the-fly, and advancements to fan-favorite features like All-Star Weekend and Dynasty Mode™, the hardwood is yours for the taking in NBA LIVE 07.

Developed in Vancouver, B.C., by EA Canada, NBA LIVE 07 is scheduled for release on the PlayStation®3 later this year. Learn more about the game at <http://nbalive07.com> or download new screenshots at <http://info.ea.com>.

\* 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](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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SOURCE: Electronic Arts

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