



Every Legend Has a Beginning in NBA STREET Homecourt

Business Editors/Entertainment Editors/High-Tech Writers

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 31, 2006--Electronic Arts (NASDAQ:ERTS) announced today that NBA STREET Homecourt will be the name of the newest iteration of the critically acclaimed and culturally defining streetball videogame franchise. The 4th chapter of the multi-platinum franchise expands on the fast-paced and larger-than-life 3-on-3 basketball gameplay that has made the franchise a hit. The game is in development in Vancouver, B.C. by EA Canada under the EA SPORTS BIG™ brand.

"NBA STREET Homecourt gives fans the opportunity to play where legends were made, and will be made," said Dan Ayoub, lead producer on the product. "Every legendary player got his start somewhere and most of those roots are set in homecourts across the United States. The vision for the game's concept, visuals and gameplay all give a nod to those hometown courts, and will provide fans with an incredibly addictive and rewarding experience."

With a brand new game engine only possible with the power of next-gen hardware, the franchise is once again raising the bar with cutting edge visuals and innovative gameplay putting the ball in your hands. With a new animation engine and control system, NBA STREET Homecourt allows users to create gravity-defying tricks-on-the-fly.

NBA STREET Homecourt merges legendary proving grounds with the homecourts of your favorite NBA stars, featuring 360 degrees of view. The NBA's best are rendered with the same level of meticulous detail, making true athlete likeness a reality and putting you up close and personal with every move and moment. Earn a name for yourself and garner respect as you progress along your hometown journey and become a legend.

NBA STREET Homecourt will be available for the PLAYSTATION®3 computer entertainment system and the Xbox 360™ video game and entertainment system from Microsoft. The game is not yet rated by the ESRB or PEGI. Media can find screenshots of the game at <http://info.ea.com>.

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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