EA Announces DEF JAM: ICON for PLAYSTATION 3 and Xbox 360

Business Editors/Video Game Writers

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 18, 2006--Electronic Arts (NASDAQ:ERTS), in partnership with Def Jam Interactive, announced today that DEF JAM: ICON™ will be released for the PLAYSTATION®3 computer entertainment system and the Xbox 360™ video game and entertainment system in March 2007 in North America and Europe. Infusing hip-hop music, culture and lifestyle into the gameplay, EA Chicago and urban lifestyle powerhouse Def Jam Interactive, continue to push the boundaries of game development bringing unique and innovative content to the next generation of gaming.

"Music is the cornerstone of hip-hop culture so we wanted to incorporate music and rhythm into the actual gameplay mechanics," said Kudo Tsunoda, executive producer and General Manager of EA Chicago. "In DEF JAM: ICON, we are changing the way fighting games are played! We are completely innovating the role of the environments in the games, moving from the typical lifeless arenas the hip-hop celebrities are fighting in to environments that play an instrumental part in the fight where they will react to the music and interact with both characters like a third fighter."

EA Chicago is delivering star-stunning action and bone breaking beats as players live out the life of a hip hop mogul, going from rags to riches. Incorporating hip-hop culture into every aspect of the game, DEF JAM: ICON will deliver the intensity of a no-holds-barred street fight but with style and rhythm. Music will effect how players fight in each venue and environmental interactions and hazards will become a key strategy to staying alive.

EA Chicago's unique fighting gameplay controls introduce a new way for gamers to fight as they assume the role of top celebrity characters such as Ludacris, T.I. and Big Boi. Innovative controls give better feedback to players so they feel like they're actually throwing the combat moves. Gamers can now fight with the style and flash of the superstar personalities.

"The Def Jam Interactive - EA relationship has expanded into a new frontier with EA Chicago's breakthrough technology. We have worked very closely with the team to ensure that authentic hip-hop culture and lifestyle permeates through every part of the product. DEF JAM: ICON will guarantee the ultimate combination of a real hip-hop experience and revolutionary fighting gameplay," said Lauren Wirtzer, VP Marketing, Def Jam Enterprises.

DEF JAM: ICON is scheduled to ship in March 2007 for the PLAYSTATION®3 system and Xbox 360. DEF JAM: ICON has not yet been rated by the ESRB. Visit www.esrb.org for updated rating information.

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 Def Jam Interactive

Def Jam Interactive, an division of Def Jam Enterprises, is a preeminent force in the digital industry, providing an authentic hip hop experience through gameplay, cultural nuances, strategic partnerships, music, talent and executive direction. Def Jam Enterprises offers consumers a wide range of popular products and services in a variety of industries including fashion, film, gaming, and mobile. In addition to the partnership with Electronic Arts, Def Jam Enterprises has also leveraged the power of the Def Jam brand in the mobile space; by offering hip hop focused content for wireless consumers via Def Jam Mobile. For more than 20 years, the executive team behind Def Jam have helped guide the most successful careers in entertainment: such as Jay Z, Mariah Carey, Ludacris, T.I., Kanye West, Bon Jovi, The Killers, Ja Rule, DMX, Missy Elliott, and many more. For more information, please visit www.defjamenterprises.com.

Electronic Arts, EA, EA SPORTS, EA SPORTS BIG and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. "PlayStation", and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Def Jam®, Def Jam Icon™, and all associated trademarks and logos are used under license from DJR Holdings, LLC and Simcoh, LLC. Def Jam artists appear courtesy of The Island Def Jam Music Group. All other trademarks are the property of their respective owners.

CONTACT: Electronic Arts
Peter Nguyen, 650-628-3607
pnguyen@ea.com
Robin Chandler, 650-628-3610
rchandler@ea.com
or
Def Jam Interactive
Adair Curtis, 212-997-3038
acurtis@defjamenterprises.com
SOURCE: Electronic Arts