



Headgate Studios Team Joins EA

Six-Year Relationship Evolves Into Creation of New 'EA Salt Lake' Studio

REDWOOD SHORES, Calif., Nov 30, 2006 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that the development team at Utah-based developer Headgate Studios, Inc. has joined EA. EA has partnered with Headgate since 2000 to develop top franchises such as Tiger Woods PGA TOUR® and Madden NFL. The development team will remain in Bountiful, Utah and will continue to work in partnership with the EA development teams in California and Florida. Terms of the transaction were not disclosed.

Vance Cook, Chief Executive Officer and Founder of Headgate will continue to lead the studio team as Executive Producer, reporting to Nick Earl, Vice President and General Manager of EA Redwood Shores/Maxis.

"Having worked with EA for the past six years, we know their teams share our work ethic, passion for creative excellence and commitment to quality. By joining EA, we are making official what we all already feel -- that we are part of the EA family. We couldn't be happier," said Vance Cook, Executive Producer at EA Salt Lake.

"The team at Headgate is a great fit with EA's creative team. Their creative spirit and technical leadership have separated them from the pack," said Paul Lee, President of EA Studios. "Salt Lake City is a terrific place to make games -- it's a dynamic city with a vibrant creative community and a great quality of life. We are thrilled to have them join EA."

The team at EA Salt Lake will focus on development for the Nintendo Wii.

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, cellular handsets 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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Some statements set forth in this release, including those regarding EA's acquisition of Headgate Studios, Inc. and the expected impact of the acquisition on EA's strategic and operational plans and financial results, contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate", "expect" or "will" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements. Some of the factors which could cause results to differ materially from the expectations expressed in these forward-looking statements include the following: the effect of the announcement of the acquisition on EA's and Headgate's strategic relationships, operating results and business generally, including the ability to retain key employees; EA's ability to successfully integrate Headgate's operations and employees; general economic conditions; and other factors described in EA's SEC filings (including EA's Annual Report on Form 10-K for the year ended March 31, 2006 and Quarterly Report on Form 10-Q for the quarter ended September 30, 2006.) If any of these risks or uncertainties materializes, the potential benefits of the acquisition may not be realized, EA's operating results and financial performance could suffer, and actual results could differ materially from the expectations described in these forward-looking statements. EA assumes no obligation to update these forward-looking statements, which speak only as of the date of this release.

SOURCE: Electronic Arts Inc.

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