



EA SPORTS Fight Night Round 3 is a Knock Out With Mobile Fans

LOS ANGELES--(BUSINESS WIRE)--Nov. 30, 2006--Electronic Arts Inc. (NASDAQ:ERTS) today announced the availability of EA SPORTS™ Fight Night Round 3 for mobile, landing a one-two punch for boxing and mobile gaming fans. EA SPORTS Fight Night Round 3 features 10 of the most popular and notorious boxers of all time including Oscar de la Hoya, Roy Jones Jr. and Bernard Hopkins. Players build and customize their boxer's look and fighting style, train for the big match, and fight their way from no name contender to champion of the world. EA SPORTS Fight Night Round 3 is available now on major wireless carriers throughout North America.

EA SPORTS Fight Night Round 3 marks the first time EA SPORTS' popular boxing franchise is available for mobile. First introduced in 2004, EA SPORTS FIGHT NIGHT franchise has quickly become one of the company's most popular sports properties. EA SPORTS Fight Night Round 3 for mobile features 3D graphics and environments(1), up to five different fighting venues and a sophisticated artificial intelligence that learns a player's key moves and patterns.

"Fight Night Round 3 has all the ingredients of a world-class mobile game - beautiful graphics, one-handed and intuitive gameplay, and the pick-up-and-play quality that mobile gamers love," said Travis Boatman, vice president worldwide studios, EA Mobile. "EA SPORTS FIGHT NIGHT is sure to become a hallmark franchise for EA Mobile."

From the pre-fight press conference and weigh-in to fitness and skills training, EA SPORTS Fight Night Round 3 ensures no boxing fan is ever left outside the ring. Gameplay features a high-risk, high-reward punch system where gamers will put down their opponent or go down for the count. Jabs, hooks, haymakers, special moves, combos, counters and knock downs add to the fierce action. With a keen focus on the mobile gamer, EA Mobile has designed the game to be played with a handset's directional keypad.

EA SPORTS Fight Night Round 3 will also be available for PlayStation 3® computer entertainment system on December 5, 2006.

For detailed information on the availability of EA SPORTS Fight Night Round 3 for mobile, visit www.eamobile.com.

(1) On select handsets

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 five brand names: EA SPORTS™, EA™, EA MOBILE™, 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 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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