



## **EA'S Madden NFL 07 and Need for Speed Carbon for Nintendo Wii Available in Stores November 19**

### **More EA Titles to Come, All Custom-Designed for the Wii**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 18, 2006--Electronic Arts (NASDAQ: ERTS) joins the festivities surrounding the highly anticipated launch of Nintendo Wii™ with the release of Madden NFL 07 and Need for Speed™ Carbon. Each title remains true to the hallmarks of its franchise but is designed to take full advantage of Wii's one-of-a-kind controller and will be available in stores November 19, 2006. Additional releases on Wii in the coming months include titles from the Harry Potter™, Tiger Woods PGA TOUR®, SSX™, Medal of Honor™, and The Sims™ franchises.

"The launch of Nintendo Wii has offered EA a unique opportunity to capitalize on the capabilities of the revolutionary controller and attract a whole new gaming audience," said John Schappert, Senior Vice President, Chief Operating Officer, Worldwide Studios, EA. "Looking ahead, we will continue to explore new and innovative game play possibilities and custom-design our most popular franchises to take full advantage of this unique gaming platform."

With the launch on the Nintendo Wii, Madden NFL 07 takes advantage of the revolutionary controller design and all-new Madden FreeMotion™ controls to create a new controller-focused experience, bringing Madden's gameplay depth alive in a whole new and immersive way. Key Wii-only features for Madden NFL 07 include exclusive multiplayer mini games designed to support four player gameplay, new multiplayer enhancements including a multiplayer sprint, new play calling system designed for basic football fan knowledge, and Madden in-game tutorials that teach the users how to use new FreeMotion controls and allow users to practice within the game.

Madden NFL 07 on Wii will also include the popular key features lead blocking control, NFL Superstar: Hall of Fame mode as well as all-new Highlight moves that allows you to run like the NFL players run.

In its 17th year and with more than 55 million copies sold life to date, Madden NFL Football continues to stand out as the most popular football videogame franchise of all time with a combination of innovative new features and the most authentic football gameplay. Madden NFL 07 for Wii is being developed by EA Canada. For more information check out [www.madden07.com](http://www.madden07.com).

The battle starts on the streets of Palmont city, but is won in the canyons as Need for Speed™ Carbon immerses you in the world's most dangerous and adrenaline-filled forms of street racing. Need for Speed Carbon and the Nintendo Wii introduce the world to a whole new way to play Need for Speed. Offering the classic Need for Speed controls and immersive gameplay experience, with the addition of the Wii's unique controller scheme takes NFS Carbon gameplay to levels previously not possible. A simple yet intuitive control scheme using the Wii controllers, the player will instantly recognize and feel the physics differences between the 50 plus Muscle, Exotic, and Tuner cars, as they use their crew to win Canyon races, customize their cars using Autosculpt™, and battle to take control of the streets of Palmont. For more information check out [www.needforspeedcarbon.com](http://www.needforspeedcarbon.com).

Madden NFL 07, and Need for Speed Carbon carry an MSRP of \$49.99. Madden NFL 07 is rated E for Everyone and Need for Speed Carbon is rated E10 by the ESRB. To download screenshots from any of these games, please visit [info.ea.com](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](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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