



Madden NFL 07, Need for Speed Carbon and Tiger Woods PGA TOUR 07 for PLAYSTATION 3 Available in Stores Today

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 16, 2006--Electronic Arts (NASDAQ:ERTS) today helped kick off the launch of the PLAYSTATION®3 computer entertainment system with perennial hits Madden NFL 07, Need for Speed™ Carbon and Tiger Woods PGA TOUR® 07. Each of these stunning high-definition titles has been custom-created for the PLAYSTATION 3 to take advantage of the advanced power of the CELL processor and the motion-sensitive SIXAXIS™ controller. On December 5th, EA will add to its PLAYSTATION 3 portfolio with the release of EA SPORTS™ Fight Night Round 3 and in the months that follow, several more games including NBA STREET Homecourt and Def Jam: ICON.

"Today marks the end of the console transition. From here on out, it is all about great games," said Frank Gibeau, Executive Vice President of North America Publishing at EA. "EA is dedicating its most powerful franchises to the launch of PS3, and in the weeks and months ahead you're going to see more games with innovative features reaching out to new audiences."

Today, gamers and gift-givers nationwide can find these three games in stores:

Need for Speed Carbon

Need for Speed Carbon and the PLAYSTATION 3 introduce the world to a whole new way to play Need for Speed. The battle for Palmont City starts in the streets, but is ultimately won in the canyons as Need for Speed Carbon immerses you in the world's most dangerous and adrenaline-filled forms of street racing. The combination of the classic Need for Speed controls with the new, unique motion sensitive controller of the PLAYSTATION 3 takes the gameplay to a level previously not possible. 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. EA is leveraging the high capacity and throughput of the Blu-ray™ disk to store and stream our highly complex world; something that was becoming increasingly difficult to do on other forms of media. For more information about the game, please visit <http://www.needforspeedcarbon.com>.

Madden NFL 07

Madden NFL 07 for the PLAYSTATION 3 computer entertainment system unleashes the power of PLAYSTATION 3 and provides a realistic next-generation football experience. Gamers can now experience Madden with high-definition visual presentation, more realistic player motions and physics, new motion-sensor controls and deeper gameplay. The SIXAXIS motion sensor controller puts complete command of your players at your fingertips like never before. Use the new PLAYSTATION 3 SIXAXIS controller to throw different types of blocks, to Jump the Snap, to Snap the Ball and to deliver punishing defensive hits. You can throw the perfect block and create a running lane with all-new lead blocking control, and then take command of the tailback and rip off a big gain. For more about the game, visit: <http://www.easports.com/madden07>.

Tiger Woods PGA TOUR 07

Tiger Woods PGA TOUR 07 features the thrills of championship Sunday and the most realistic looking golfers in a video game. By using revolutionary Universal Facial Capture or U-CAP technology, world class golfers like Tiger Woods, Chris DiMarco, Mike Weir, Colin Montgomerie, and Luke Donald have the same reactions, emotions and characteristics in the game as they do out on the PGA TOUR®. The game includes 12 championship courses and an all new practice facility where gamers will develop their drive, chip shots, and putting skills before heading out on the PGA TOUR. Gamers will enjoy the new SIXAXIS motion sensing system controller allowing a greater degree of ball spin direction and speed control. Simply tilt the controller in the direction you wish the ball to spin, the longer the tilt in the direction, the faster the ball will turn for more action on the course and around the green. The game's official website is <http://www.easports.com/tigerwoods07>.

Available in stores today, Madden NFL 07, Need for Speed Carbon and Tiger Woods PGA TOUR 07 carry an MSRP of \$59.99. Madden NFL 07 and Tiger Woods PGA TOUR 07 are 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.

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>.

Electronic Arts, EA, EA SPORTS, EA SPORTS BIG, POGO, Need for Speed and AutoSculpt, are trademarks or registered trademarks of Electronic Arts Inc. in the U.S and/or other countries. John Madden, NFL, Tiger Woods, PGA TOUR and NBA are trademarks of their respective owners and used with permission. "PLAYSTATION" is a registered trademark and SIXAXIS is a trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

CONTACT: Electronic Arts Inc.
Tammy Schachter, 650-628-7223
Director, Corporate Communications
tschachter@ea.com

SOURCE: Electronic Arts Inc.