



The Mountain is Your Playground With SSX Blur

The Soul of SSX remixed, Re-Energized and Fully Realized

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Dec. 6, 2006--Electronic Arts (Nasdaq:ERTS) announced today that SSX™ Blur developed exclusively for Nintendo Wii™ is the newest version of the critically acclaimed snowboarding franchise. The huge air, blurring speed and insane tricks that SSX is known for return and the fun-factor is amplified by the unique capability of the Nintendo Wii controller. The game is in development by EA Montreal under the EA SPORTS BIG™ brand, and will ship to retailers across North America and Europe in March 2007.

"We wanted to take the soul of the franchise -- the air, the speed, the tricks, the fun -- and Wii-ify it," said Alex Hyder, producer on the product. "You're going to see that reflected in the On-the-Ground & In-the-Air controls, the characters, the user interface, and every other aspect of this game."

SSX Blur is everything you expect from the franchise, delivered in a totally unexpected way. Revolutionary controls take full advantage of the Wii's potential by putting you in total command of your skier or rider, on-the-ground & in-the-air, by translating every motion you make into the skills that create mountain legends.

SSX Blur will be available for the Nintendo Wii in March 2007. The game has a 3+ PEGI rating. It is not yet rated by the ESRB. Press can download a video trailer of the game at <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, 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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