



EA Turns Casual Gaming Into On-the-Go Fun With Pogo Island

Five Puzzle Favorites From Pogo.com Debut on the Nintendo DS

REDWOOD CITY, Calif., Jan 23, 2007 (BUSINESS WIRE) -- Get ready to unwind, de-stress and have some fun! Electronic Arts (NASDAQ:ERTS) revealed Pogo™ Island, a unique title featuring the five most popular games from Pogo.com -- Word Whomp™, Poppit!™, Phlinx, Tri-Peaks Solitaire and Squelchies. Available on March 26, 2007, Pogo Island is exclusive to the Nintendo DS™ system. Each game is easy to pick-up and hard to put down, allowing even the most casual gamer to enjoy hours of stress-free fun. EA's Pogo.com™ is one of the leading casual gaming sites with, 15MM monthly unique visitors in the US and it is also the stickiest top 100 online property in the US(1).

"Millions of people have been captivated by these simple, yet addictive casual games. We're so excited to finally bring the online experience to players on the go," said Kevin Chorney, Producer of Pogo Island. "Whether you are playing with the kids on a road trip or just killing time while waiting in line, Pogo Island takes your mind off work, stress and the craziness of everyday life. Now, people young and old can enjoy some brain-busting fun wherever they are, whenever they want."

Pogo Island offers an easy to learn but challenging to master level of enjoyment that will make hours feel like fleeting minutes. Each of the games -- Word Whomp, Poppit!, Phlinx, Tri-Peaks Solitaire and Squelchies -- is skinned to a playful island theme that transports you to an island getaway. Above and beyond the five puzzle games is a fun and unique meta-game that sets players on an island-wide adventure mission to reunite with stranded Pogo mascots. Along the way, players will collect tokens which can either be translated into bragging rights amongst peers or transferred to Pogo.com*, where players can reap the benefits of being a token guru.

Game descriptions below:

Word Whomp -- Whomp adorable gophers and spell as many words as you can from a given set of letters before the clock runs out.

Poppit! -- Just pop and go! Release hidden "prizes" in this puzzle favorite by popping groups of two or more balloons of the same color.

Phlinx -- Create groups of colored stones, collect ancient power-ups, and make your way to the bonus round in this action puzzle.

Tri-Peaks Solitaire -- A fun and fast-paced solitaire game where you remove cards to uncover tokens and powerup bonus cards.

Squelchies -- In this puzzle game, match Squelchies by color to release them from the board.

Pogo Island is being developed by EA Canada in Vancouver, BC under the EA™ brand. The game is rated E for Everyone by the ESRB. Media can find screenshots and the fact sheet at <http://info.ea.com>.

(1) comScore Media Metrix, 2006

* Requires Internet Connection and Pogo registration.

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. For more information about Pogo visit www.pogo.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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