



## **NCAA March Madness 07 from EA Sports Ships to Stores Today**

Experience the Intensity and Atmosphere of Charged Up, Authentic College Courts and All-New Interactive Environments on the No. 1 Selling(1) College Basketball Franchise

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 17, 2007--Fans can now defend their home court and bring the crowd into the game like never before with NCAA<sup>®</sup> March Madness<sup>®</sup> 07, after Electronic Arts (NASDAQ: ERTS) shipped the No. 1 selling (1) college basketball videogame to stores throughout North America today. Rock the house, stifle your opponents with smothering defense, and create turnovers that lead to easy transition baskets as you punch your ticket to the Final Four<sup>®</sup>.

NCAA March Madness 07 features Adam Morrison of the NBA Charlotte Bobcats on its cover and is available on the Xbox 360<sup>™</sup> video game and entertainment system and the PlayStation<sup>®</sup>2 computer entertainment system. Last year Morrison led the NCAA<sup>®</sup> in Division I men's basketball scoring and was selected third overall by Charlotte in the NBA Draft.

This year NCAA March Madness 07 debuts on the Xbox 360 by capturing the intensity and atmosphere that characterize college basketball with interactive, 3-D college environments. Never before have home court and the home crowd meant more as your players rise to the occasion or wilt under the pressure of charged-up, authentic college courts. Feel the intensity rise, then watch as each player responds differently, trying to maintain composure. As the atmosphere heats up your player composure ratings affect the all-new Intensity Control that changes momentum by allowing you to pump up the crowd, motivate your teammates, raise your own composure or even intimidate your opponent. Plus, become immersed like never before by interacting with student sections, school mascots, cheerleaders, and even the band.

Beyond the atmosphere, NCAA March Madness 07 delivers a strategic college basketball gameplay experience by offering custom playbooks for each team through the Floor General Playcalling system, the EA SPORTS<sup>™</sup> Lockdown Stick that allows your players to pressure the ball, force turnovers and pester opponents on the court, and an enhanced Dynasty Mode<sup>™</sup> with new School Pride and Recruiting features that let you build your school into a national powerhouse. The game features 325 Division I universities and colleges and the popular voices of college basketball with ESPN's Dick Vitale and Brad Nessler calling the action courtside.

With the most advanced ESPN integration package available in NCAA March Madness 07, fans connected online via Xbox LIVE<sup>®</sup> will be able to watch college basketball game highlights, segments from Pardon the Interruption and Around the Horn, interviews and analysis from SportsCenter, and more. Fans will also be able to download and listen to ESPN radio podcasts as they play NCAA March Madness 07, including segments from Dan Patrick, Mike & Mike, Stephen A. Smith and others. All this is in addition to live ESPN Radio SportsCenter updates every 20 minutes, the ESPN Ticker and ESPNNews.

NCAA March Madness 07 is developed at EA Canada in Vancouver, B.C. The game is rated "E" for everyone by the ESRB. Learn more about the game at <http://www.marchmadness07.com> or download new screenshots at <http://info.ea.com>.

(1) Based on total franchise unit sales in 2006 according to NPD Data.

### 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<sup>™</sup>, EA<sup>™</sup>, EA SPORTS BIG<sup>™</sup> and POGO<sup>™</sup>. 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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#### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

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