



EA Celebrates UEFA Champions League 2006-2007 With Exclusive Release of Officially Licensed Videogame

A Unique Collectable Card System for the Xbox 360

Creates New Way to Win Prestigious European Club Soccer Championship.

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 12, 2007--Electronic Arts (NASDAQ:ERTS) will celebrate Europe's most prestigious club soccer tournament, the UEFA Champions League, with the launch of UEFA Champions League™ 2006-2007, the only officially licensed videogame of the tournament. UEFA Champions League 2006-2007 will ship to stores worldwide on March 20, 2007 in anticipation of the real-world tournament that culminates in the UEFA Champions League Final in May.

The Xbox 360™ video game and entertainment system version of the title introduces a new way to play the beautiful game by introducing a unique and collectable virtual card system in the Ultimate Team mode that enables you to develop your team. This complements the traditional way of playing as your favorite club team from qualification right through to a virtual reproduction of the championship final. Plus, UEFA Champions League 2006-2007 features new challenging game modes to test the most skillful players at the highest levels.

"We celebrate the passion soccer fans have for their club teams by capturing all of the classic rivalries in-game and enabling players to win glory for their club teams in UEFA Champions League 2006-2007," said Ken Saylor, lead producer on the Xbox 360 system. "This is the ultimate stage for club football in Europe and we're giving you the power to build and manage your dream team by creating a unique virtual card system to collect, trade and use players on your way to glory."

Using collectable cards in Ultimate Team Mode on the Xbox 360 system, players can hand-pick everything from your team and staff members to your match strategy and stadium. Now you can build your dream team by going online to collect or trade virtual player, staff and gameplay cards; effectively organize your squad to foster team chemistry; accumulate Staff, Training, Morale, Fitness and Healing cards to transform your squad into a European super power online. Collect dominant Gameplay cards, and then use them at key moments during a match to gain the tactical advantage over your opponent. Gameplay cards can be activated during a contest to boost the abilities of your players and team. For the greatest rewards, put your managerial ability and your playing skills to the test by trading or selling unwanted cards or trawling the market online for the ones you need to complete your title-winning team.

Play UEFA Champions League 2006-2007 the traditional way on all available platforms as your favorite club team from qualification right through to a virtual reproduction of the UEFA Championship League Final. Re-create or customize the real-world groupings of the official UEFA Champions League tournament by taking control of a huge selection of clubs. Plus, the new UEFA Champions League Challenge will test even the most hardcore soccer fan by recreating classic moments in UEFA Champions League history using modern teams.

UEFA Champions League 2006-2007 on the Xbox 360 system features a game engine with a more fluid player movement system that makes it easier for players to perform more incisive, defense-splitting one-twos, first touches and through passes with a ball that's alive with its own independent physics and even more responsive to every touch. The game also supports up to eight-way multiplayer matches in the Lounge and boasts a plethora of in-game unlockable content.

UEFA Champions League 2006-2007 is developed under the EA SPORTS™ brand by EA Canada in Vancouver, B.C. It is scheduled to ship on the PlayStation®2 computer entertainment system and the PSP® (PlayStation® Portable) system, as well as the mobile platform. It will also be available on PC in Europe. The game is rated "E" (Everyone) by the ESRB and 3+ by PEGI. Screenshots can be downloaded 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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