



EA's SSX Blur Carves Its Way to Retailers Today

Intuitive On-the-Ground and In-the-Air Controls Define the 5th Iteration of Beloved Franchise

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 27, 2007--Experience the soul of SSX™ remixed, re-energized and fully realized. Electronic Arts Inc. (NASDAQ:ERTS) announced that SSX™ Blur, developed exclusively for Nintendo Wii™, ships to North American retailers today, and on March 9 in Europe under the EA SPORTS BIG™ brand. The game fully maximizes the intuitive capabilities of Nintendo's next generation console while staying true to the fast action-packed gameplay that you have come to expect from the franchise. Developed by EA Montreal, SSX Blur is huge air, insane speeds and monster tricks delivered in a fresh, innovative, Wii-a-fied package.

Experience the familiar as well as the unexpected. You're still ripping down the slopes, but this time you're carving and catching air with the revolutionary new on-the-ground and in-the-air control system. SSX Blur delivers the essence of the critically acclaimed franchise but takes it to the next level with the capabilities of the Wii. Use the Nunchuk to tear down the mountain and use the Wii Remote to paint a virtually unlimited array of aerial maneuvers. Every second of your SSX Blur experience will be maxed out with motion.

Your favorite characters return to the mountain to tackle 12 freshly laid tracks on three distinctly themed peaks. Feel the tunes intensify as you pick up speed and stick your tricks, with dynamic music mirroring your gameplay experience. Keep grooving, bombing and boosting to fill your groove meter and you're set to let your Uber Tricks loose on the mountain. SSX Blur is on-the-ground and in-the-air excitement from top to bottom.

SSX™ Blur is available for the Nintendo Wii and has an MSRP of \$49.99. The game has been rated "E" (Everyone) by the ESRB and 3+ by PEGI. For more information, log onto www.ssxblur.com. Media can find screenshots and videos from 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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