



EA's MVP 07 NCAA Baseball Ships to Stores Today

Rock and Fire Pitching Delivers Innovative New Pitching Mechanic to MVP 07

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 6, 2007--Electronic Arts (NASDAQ:ERTS) announced today that MVP™ 07 NCAA® Baseball, the only college baseball videogame available, has shipped to retailers under the EA SPORTS™ brand. Just in time for the start of the college baseball season, MVP 07 NCAA Baseball delivers the most realistic and authentic baseball game on the market.

With Jered Weaver, a former standout at Long Beach State University and a starting pitcher for the Los Angeles Angels of Anaheim gracing the cover, MVP 07 NCAA Baseball introduces Rock and Fire pitching, an innovative new pitching mechanic. By mapping the pitching mechanic to the right analog stick, Rock and Fire pitching gives the user more control over delivering that blistering pitch down the pipe and further emulates the feeling of stepping onto the mound.

MVP 07 NCAA Baseball includes 152 playable teams from 16 conferences. Rich with all the local flavor that makes NCAA baseball special, the game also features authentic stadiums, over 70 team fight songs, and of course the R.B.I. Girls, Arkansas' beloved baseball cheerleaders. Other fan favorite features that have been improved include: Creation Zone, which allows users to create custom teams, players, and ballparks; Dynasty Mode™, where users can take their created team on the Road to Omaha®; and a collection of mini games, including 2 all new Rock and Fire pitching mini games.

MVP 07 NCAA Baseball includes ESPN real-time features(1), such as an ESPN ticker and live ESPN Sportscenter radio updates, while ESPN's Mike Patrick and Kyle Peterson are also back behind the plate calling the action in the game. A former All-American pitcher at Stanford, Peterson provides unique pitching analysis in the new "Ask Kyle" feature. When down in the count and in a bind on the mound, users can "Ask Kyle" for advice. Peterson analyzes the situation, and the batter's strengths and weaknesses, and offers his professional opinion.

MVP 07 NCAA Baseball, which joins NCAA® Football and NCAA® March Madness® in the EA SPORTS™ family of popular NCAA-licensed properties, is available on the PlayStation®2 computer entertainment system. Produced by EA Canada, in Vancouver, B.C., the game is rated "E" (Everyone) by the ESRB with a MSRP of \$29.99. The official game website is www.mvp07ncaabaseball.com.

Screenshots of MVP 07 NCAA Baseball can be found 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 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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(1) Internet connection required. PlayStation®2 online play requires Internet Connection and Memory Card (8MB) (for PlayStation 2) (each sold separately). See full product for details.

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.

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