



EA Announces Soundtrack for DEF JAM: ICON

Highly Anticipated Game Features Hit Songs From Top Artists Including Big Boi, Ludacris, T.I. and More

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 2, 2007--Electronic Arts (NASDAQ:ERTS), in partnership with Def Jam Interactive, announced today the complete track listing in DEF JAM: ICON™ for the PLAYSTATION®3 computer entertainment system and the Xbox 360™ video game and entertainment system. Infusing hip-hop music into the gameplay, DEF JAM: ICON features a play list of 29 tracks from prominent artists such as The Game, Lil Jon and Young Jeezy, to name a few.

Incorporating hip-hop lifestyle and music into every aspect of the game, DEF JAM: ICON delivers the intensity of a no-holds-barred street fight but with style and rhythm. Music affects how players fight in each environment and avoiding hazards become a key strategy to staying alive.

DEF JAM: ICON also features an exclusive My Soundtrack mode for the Xbox 360 allowing players to load any MP3 into the game and it will drive the environment and game play just like songs already included on the game's soundtrack. Gamers can now fight to the beat with any song using My Soundtrack.

Steve Schnur, Worldwide Executive of Music and Music Marketing at EA commented, "DEF JAM: ICON is the pinnacle of interactive music entertainment. For years, we have been leading the way in game soundtracks and this year we take it to an all new level with the fully interactive DEF JAM: ICON soundtrack. It is a real breakthrough that will forever change the relationship between music and gameplay."

"The Def Jam Interactive/EA partnership continues to be one centered around innovation. For the first time in any video game, the music is completely interactive. DEF JAM: ICON allows players to use these songs, as opposed to playing them in the background. And not only is there an incomparable soundtrack of today and tomorrow's hottest music, but now we guarantee the player with an authentic hip-hop lifestyle experience", said Lauren Wirtzer, Vice President of Marketing, Def Jam Enterprises.

Artist	Song Title
Big Boi (i.e., Purple Ribbon All-Stars feat. Big Boi)	Kryptonite
E-40	Tell Me When To Go
E-40	Go Hard or Go Home
Fat Joe	Make It Rain
Ghostface	The Champ (Remix)
Jim Jones	Crunk Muzik
Jim Jones	We Fly High
Konkrete feat. Big Boi	What's that Smell
Lil Jon	Get Crunk
Lil Jon (and the Eastside Boys)	Get Low

Ludacris	Get Back
M.O.P.	Ante Up
Method Man & Redman	Da Rockwilder
Mike Jones	Back Then
Mike Jones	Got it Sewed Up - Remix
Nas	Hate Me Now
Paul Wall	Sittin' Sidewayz
Paul Wall	Trill
Redman	Rush Da Security
Redman	Let's Go
Sean Paul	Head in the Zone
Sean Paul	All Out
T.I.	What You Know
T.I.	Top Back
The Game	One Blood
The Game	Scream on 'Em
Young Jeezy	I Do This
Young Jeezy	Soul Survivor
Young Joc	It's Going Down

DEF JAM: ICON is scheduled to ship in North America on March 6 and in Europe on March 16 for the PLAYSTATION®3 system and Xbox 360. DEF JAM: ICON has been rated M by the ESRB and 18+ by PEGI and the USK. Visit www.esrb.org for updated rating information.

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>.

About Def Jam Interactive

Def Jam Interactive, an division of Def Jam Enterprises, is a preeminent force in the digital industry, providing an authentic hip hop experience through gameplay, cultural nuances, strategic partnerships, music, talent and executive direction. Def Jam Enterprises offers consumers a wide range of popular products and services in a variety of industries including fashion, film, gaming, and mobile. In addition to the partnership with Electronic Arts, Def Jam Enterprises has also leveraged the power of the Def Jam brand in the mobile space; by offering hip hop focused content for wireless consumers via Def Jam Mobile. For more than 20 years, the executive team behind Def Jam have helped guide the most successful careers in entertainment: such as Jay Z, Mariah Carey, Ludacris, T.I., Kanye West, Bon Jovi, The Killers, Ja Rule, DMX, Missy Elliott, and many more. For more information, please visit www.defjamenterprises.com.

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