



EA SPORTS Announces Tony Stewart as Cover Athlete for NASCAR 08

EA SPORTS Brings NASCAR to the Sony PS3 and Xbox 360 This Summer

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 22, 2007--Electronic Arts Inc. (NASDAQ: ERTS) announced today that two-time NEXTEL NASCAR CUP Series champion Tony Stewart will appear on the cover of NASCAR 08, scheduled for release this summer under the EA SPORTS™ brand. Developed by EA Tiburon, NASCAR 08 is the first title in the NASCAR franchise to be made available on the PLAYSTATION®3 computer entertainment system, and Xbox 360™ video game system from Microsoft.

"Being on the cover of NASCAR 08 is an honor for me and my team," said Stewart, driver of the No. 20 Home Depot Chevrolet for Joe Gibbs Racing. "I am really impressed with the next generation game features and graphics - the realism and authenticity are amazing."

Stewart's two NASCAR NEXTEL Cup Series championships have come in the past four years, and since he entered Cup in 1999, he has amassed 29 victories in NASCAR's top series and never finished lower than 11th in the final point standings. During his most recent championship season in 2005, the Columbus, Ind. native won five races and led all Nextel Cup drivers in top-five and top-10 finishes, which included a victory at Stewart's "home" track - Indianapolis Motor Speedway - when he won the Allstate 400 at the Brickyard. Throughout his career, Stewart has finished in the top-10 in 59% of the races in which he has competed.

Take the wheel and drive your way to the NASCAR NEXTEL Cup Series championship in the most realistic NASCAR racing game yet. As the new rookie driver on the circuit, develop your racing skills to gain licenses and contracts from hungry owners and unlock legendary top performing cars from NASCAR's biggest stars. Gain new experiences during every race then modify your car's handling with over 40 tuning options to truly master every track. Share your setups with NASCAR's gaming community, then challenge the field in live races with up to 16 players online. Experience tomorrow's racing today in NASCAR 08.

NASCAR 08 will be on store shelves this summer and is rated "E" for (Everyone) by the ESRB. The game will be available on the PlayStation®2 and PlayStation®3 computer entertainment systems and Xbox 360™ video game system from Microsoft. For more information about NASCAR 08, please visit www.easports.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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ABOUT NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 attended sporting events in the U.S., the No. 2 rated regular-season sport on television with broadcasts in over 150 countries, and has 75 million fans. These fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three major national series (the NASCAR NEXTEL Cup Series, NASCAR Busch Series, and NASCAR Craftsman Truck Series), four regional series and one local grassroots series, as well as two international series. NASCAR sanctions 1,300 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City and Toronto.

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