



EA Ships DEF JAM: ICON for Xbox 360 and PLAYSTATION 3

Featuring a Roster of Top Hip Hop and Hollywood Talent as well as an Incomparable Soundtrack, DEF JAM: ICON Delivers the Most Authentic Hip Hop Lifestyle Videogame Experience

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 6, 2007--Electronic Arts (NASDAQ:ERTS), in partnership with urban lifestyle powerhouse Def Jam Interactive, announced today that DEF JAM: ICON™ has shipped to stores nationwide. Infusing the hottest hip hop beats with an advanced, next generation fighting gameplay system, DEF JAM: ICON will be available for the PLAYSTATION®3 computer entertainment system and the Xbox 360™ video game and entertainment system.

Use the music to your advantage to strike down your opponent with DEF JAM: ICON's new Building's with Bass fighting mechanic. The musically charged environments become alive to the beat, creating hazards that you can use to defeat your opponent. Players can even trigger the beats to set off the hazards at the right time with the game's unique DJ Controls. Never before has music become an instrumental part in the actual gameplay of a videogame.

With brand new tracks from hip hop's greatest, DEF JAM: ICON delivers the ultimate soundtrack. Big Boi, Lil Jon, Ludacris, T.I., and Young Jeezy are just a few names featured on both the soundtrack and in the game. To keep the music fresh, players can load their own MP3s into the game version for Xbox 360 and have their favorite beats drive the environment and gameplay.

Become a hip hop icon and build your empire from the ground up in the all-new single-player story mode. Written by renowned Hollywood writers Virgil Williams and Cle "Bone" Sloan, DEF JAM: ICON delivers an intense storyline unrivaled in any other hip hop lifestyle/fighting game. Discover new talent, build a record label and do whatever it takes to make it to the top.

Produced by EA Chicago, the developers of the acclaimed EA SPORTS™ Fight Night franchise, the game is rated "M" (Mature) with descriptors Blood, Strong Lyrics, Violence, by the ESRB with a MSRP of \$59.99. The official game website is <http://www.defjamicon.com>.

DEF JAM: ICON is also scheduled to ship in Europe on March 16 for the PLAYSTATION 3 system and Xbox 360 and has been rated 18+ by PEGI and the USK.

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, a 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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