



## **Prepare to Launch - EA's Boom Boom Rocket Explodes onto Xbox Live Arcade**

### **Highly-Anticipated Music Rhythm Game Arrives on Xbox LIVE Arcade**

REDWOOD CITY, Calif., Apr 11, 2007 (BUSINESS WIRE) -- Find your rhythm and get ready to set off the biggest round of fireworks, as Boom Boom Rocket™, the first Xbox LIVE® Arcade game from Electronic Arts (NASDAQ:ERTS), explodes onto Xbox LIVE Arcade today. The game is a hypnotic rhythm music game conceived by EA's Pogo.com™ casual games design team and developed by Bizarre Creations, the developer who brought fan-favorite Geometry Wars: Retro Evolved to Xbox LIVE Arcade. Boom Boom Rocket will be available for 800 Microsoft Points, first launching in the U.S., Canada, Europe, and is rated "E" for Everyone (except in Germany, where it currently is unrated). The game also will be available in the near future in Japan, Korea, Hong Kong, Taiwan, Singapore, Australia, and New Zealand.

Players find their groove in Boom Boom Rocket, by triggering rockets to the beat of the music while traveling through a 3D cityscape. The fireworks are choreographed to 10 original tracks created by Ian Livingstone. Players can play in single player mode or go head-to-head against a friend on the same console, making it a perfect social game. Easy mode allows players to get comfortable with the controls while Endurance mode challenges the savviest of Boom Boom Rocket players with its intense speed and complexity of fireworks triggers. Loosen things up with the fun-for-all Freestyle Mode, or watch your favorite tunes light up the sky with the built-in Visualizer.

"The joint effort between the Pogo.com creative team and the talented team at Bizarre Creations evolved the idea into what the game plays like today. Seeing people's response to the game itself has been such a great experience - it's what making games is all about," said Spencer Brooks, EA's Boom Boom Rocket Producer. "We're so excited to give Xbox LIVE Arcade fans this new game and have had so much fun playing it ourselves - you can't help but have fun playing this game."

The game features three modes of gameplay: Normal, Speed and multiplayer head-to-head. Each song is choreographed into three skill levels to ensure that everyone can join in the fun. Successfully chain fireworks to fill the bonus meter and activate the psychedelic bonus mode for extra points. Players can unlock new firework designs by mastering each music track. Players can utilize the connected online element and see how their scores compare with other players on the Boom Boom Rocket leaderboard.

#### **About Bizarre Creations**

Bizarre Creations is an independent developer, based in Liverpool, UK. Established in 1994, the company is famed for such high profile franchises as Formula 1, Fur Fighters and Project Gotham Racing. Bizarre prides itself on providing high-quality next-generation gaming experiences that excel in gameplay, graphics, audio and technology. Find them on the web at [www.bizarreonline.net](http://www.bizarreonline.net) or [www.bizarrecreations.com](http://www.bizarrecreations.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. For more information about EA Arcade titles visit <http://www.ea.com/arcade/>. For more information on Pogo visit [www.pogo.com](http://www.pogo.com). EA's homepage and online game site is [www.ea.com](http://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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