Ronaldinho Headlines EA's Lineup of Global Superstars Appearing on FIFA Soccer 08 Pack Covers Around the World

EA SPORTS FIFA Franchise to Motion Capture Ronaldinho, Miroslav Klose, Sergio Ramos, Tranquillo Barnetta and Andreas Ivanschitz today in Barcelona

REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 24, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today announced that two-time FIFA World Player of the Year Ronaldinho will headline a global lineup of superstar athletes to be featured on the front packs of FIFA Soccer 08, the next chapter in the internationally acclaimed videogame franchise from EA SPORTS™ that will be available this Fall for the Xbox 360™ video game and entertainment system from Microsoft, the PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, Nintendo DS™, PC, mobile and will appear for the first time on the PLAYSTATION®3 computer entertainment system and Wii™.

The spotlight will shine on FC Barcelona's world-class midfielder Ronaldinho who will be the center-piece of FIFA Soccer 08 global packaging and marketing campaigns. Selected FIFA World Player 2004 and 2005, and a finalist last season, Ronaldinho will take his place on FIFA Soccer 08 covers alongside star players from other select teams in countries around the world.

Ronaldinho will join 2006 FIFA World Cup™ Golden Boot winner Miroslav Klose of Werder Bremen on packaging in Germany, rising star Sergio Ramos of Real Madrid on the cover in Spain, attacking midfielder and captain of the Austrian national team Andreas Ivanschitz of Panathinaikos FC on the cover in Austria, and Swiss national Tranquillo Barnetta of Bayer Leverkusen on front packaging in Switzerland. Midfielder Florent Malouda of Olympique Lyonnais and winger Frank Ribery of Olympique Marseille will be paired with Ronaldinho on covers in France. The athletes appearing on the cover of FIFA Soccer 08 in North America and the United Kingdom will be revealed next month.

PLAYER	NATIONALITY	CLUB
Ronaldinho	Brazilian	Barcelona (Spain)
Sergio Ramos	Spanish	Real Madrid (Spain)
Miroslav Klose	German	Werder Bremen (Germany)
Andreas Ivanschitz	Austrian	Panathinaikos FC (Greece)
Tranquillo Barnetta	Swiss	Bayer Leverkusen (Germany)
Florent Malouda	French	Olympique Lyonnais (France)
Frank Ribery	French	Olympique Marseille (France)

EA also revealed that many of the players who will be appearing on its FIFA Soccer 08 covers are participating in state-of-the-art body motion capture today at a private facility in Barcelona, Spain. Cover stars Ronaldinho, Klose, Ramos, Barnetta, and Ivanschitz are being motion captured today for the EA SPORTS FIFA videogame development team. The body movements, individual moves and playing style of each athlete is being captured, digitized and will become the life-like movement of the virtual players in future versions of EA's FIFA Soccer games.

"We are proud to call some of the world's best soccer athletes our partners. The access, guidance and insight they give us means that FIFA Soccer 08 will create a next gen experience that not only looks authentic, but that captures the emotion, finesse and beauty of the game," said Joe Booth, senior producer for FIFA Soccer 08. "Through sessions like today, and the continued investment in our next gen soccer engine, our world-class development team continues to revolutionize the authentic gameplay experience."

"Ronaldinho and all the FIFA Soccer 08 cover stars bring a passion for the sport that is raw and true. They enjoy helping us bring that real-world experience into the game," said Matt Bilbey, International Director, EA SPORTS. "Their expert skills, commitment to success and passion for soccer inspire our development team and help us make FIFA Soccer 08 the most natural-feeling soccer videogame in the world."

FIFA Soccer 08 is developed by EA Canada in Vancouver, B.C. It is scheduled for world wide release this fall on the Xbox 360™ video game and entertainment system from Microsoft, the PLAYSTATION®3 computer entertainment system, the PlayStation®2 computer entertainment system, Wii™, Nintendo DS™, PSP® (PlayStation®Portable) system, PC and mobile. FIFA Soccer 08 has not yet been rated by the ESRB or PEGI.

Photos from the international motion capture event can be downloaded at http://info.ea.com after 5:00 pm ET.

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 video game 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 2007, EA posted revenue of $3.09 billion and had 24 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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