



## **EA Announces THE SIMPSONS GAME**

### **The World's Favorite Animated Family Comes To Consoles and Handhelds This Fall!**

REDWOOD SHORES, Calif.--(BUSINESS WIRE)--May 9, 2007--Electronic Arts Inc., (NASDAQ:ERTS) today announced the upcoming release of THE SIMPSONS GAME (working title). Created in partnership with Gracie Films and Twentieth Century Fox Television and Twentieth Century Fox Licensing and Merchandising, THE SIMPSONS GAME features a hilarious, sprawling, and mind-busting storyline crafted by the TV show's Emmy Award-winning writers. The action-comedy will also feature the full cast of voice actors from the TV show who will reprise their roles for the game.

In THE SIMPSONS GAME, Homer, Marge, Bart, and Lisa use exciting, all-new powers to save the world from rising chaos. To help the Simpsons, gamers at home must journey through all of Springfield (as well as vast worlds beyond!), vanquish an amazing array of villains, and fight their way through parodies of multiple popular games.

"Our goal in developing THE SIMPSONS GAME is to create the most original game ever, which is a lofty goal and only possible given the close collaboration with 'The Simpsons' creative team," said Scot Amos, Executive Producer of the project. "We're also especially proud of the game's warm visual feel, which captures - for the first time ever in a game - the look of the TV show." Added Amos, "As Comic Book Guy says, 'Best. Simpsons Game. Ever!'"

"The EA group was so enormously talented and beyond belief energetic that I am thinking of suing for second hand exhaustion," said James L. Brooks, Executive Producer of "The Simpsons."

Under development by EA's Redwood Shores Studio, THE SIMPSONS GAME is scheduled for release in Fall 2007 for the PLAYSTATION®3, PlayStation®2, PSP® (PlayStation®Portable), Xbox 360™, Nintendo Wii™ and Nintendo DS™.

#### **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](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>.

#### **About The Simpsons**

Homer, Marge, Bart, Lisa and Maggie take traditional comedy and family life and turn them upside down in FOX's critically acclaimed series, THE SIMPSONS. Exploding into a cultural phenomenon in 1990, THE SIMPSONS remains one of the most visible and marketable properties both domestically and internationally. This Emmy Award®-winning series is now in the history books as the longest-running sitcom currently on television and the longest-running animated show in television history. THE SIMPSONS is currently airing their 18th Season and in production on their 19th season.

THE SIMPSONS is a Gracie Films Production in association with 20th Century Fox Television.

#### **About Twentieth Century Fox Licensing & Merchandising**

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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SOURCE: Electronic Arts Inc.