



EA Chicago to Head Development on an All New Marvel Super Hero Fighting Game

Leading EA Development Team Takes on Marvel License to Deliver an Authentic All Marvel Super Hero Fighting Game for PLAYSTATION 3 and Xbox 360

SAN DIEGO, Jul 27, 2007 (BUSINESS WIRE) -- At Comic-con 2007, Electronic Arts Inc. (NASDAQ:ERTS) announced that EA Chicago will develop a brand new Super Hero™ fighting game franchise using the Marvel license. The acclaimed studio is recognized for specializing in the fighting game genre. Launching on the PLAYSTATION®3 computer entertainment system and the Xbox 360™ video game and entertainment system, EA Chicago's Marvel fighting game will be released in 2008.

EA Chicago, the leading development team on top fighting franchises including EA SPORTS™ Fight Night series and DEF JAM: ICON™, is using their talent and expertise to take on an elusive game development challenge - to deliver an authentic Super Hero fighting experience that has been promised for years but never truly been delivered.

"We looked at past comic-based games to find out what was missing and what was needed to successfully translate the intensity, excitement and fiction from comics into fighting games," said Kudo Tsunoda, General Manager and Vice President, EA Chicago. "We're challenging ourselves to make a game that delivers on the Super Hero promises of past top-tier fighting games."

"Marvel Super Heroes are a natural fit in the fighting game genre, so we're excited to have Kudo and his team of fighting game experts put these characters toe-to-toe against each other on next generation consoles," said Justin Lambros, Vice President of Interactive, Marvel Entertainment. "This is a game that will deliver to both comic book fans and to fighting game diehards."

"Featuring a great all-star line-up of Marvel Super Heroes and Super Villains with incredible powers that are authentic to the fiction, huge environments and a living world that keeps the gameplay fresh, every battle will be unique; every battle will be like a first edition," added Tsunoda.

Tsunoda will be appearing at Comic-con on Marvel's video games panel to discuss the future of fighting and comic-based titles. The panel is on Friday, July 27 from 3:30 - 4:30 p.m. PT. Comic fans and gamers will meet the creators of their favorite Marvel video games and hear the inside scoop on the upcoming line-up of console, PC and handhelds games featuring the mighty Marvel Super Heroes.

Comic fans and gamers can also tune-in to Spike TV GAME HEAD on Friday, August 31 at 1:00 a.m. ET/PT for the worldwide unveiling of the EA Chicago/Marvel game and a behind-the-scenes look into EA Chicago development.

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>.

About Marvel Entertainment, Inc.

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios), publishing (via Marvel Comics) and toys, with emphasis on feature films, home video/DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit www.marvel.com (<http://www.marvel.com/>).

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