



Get Behind the Wheel of the Car of Tomorrow in EA SPORTS' NASCAR 08

Put the Pedal to the Metal in NASCAR 08 as the Game is Available and in Stores Now

REDWOOD CITY, Calif.--(BUSINESS WIRE)--July 26, 2007--Electronic Arts (NASDAQ:ERTS) revs up its engine and hits the race track as NASCAR 08[®] by EA SPORTS[™] has shipped and is now available at retail stores. Gamers can drive their way to the NASCAR NEXTEL Cup Series championship in the most realistic NASCAR racing game yet and race the real Car of Tomorrow on all 22 NASCAR sanctioned tracks. With next generation enhanced visuals and advanced car tuning, gamers will truly feel like a NASCAR driver. Featuring an all-new career mode and the ability to challenge up to 11 other drivers in live races, players can experience tomorrow's racing today in NASCAR 08.

As a new rookie driver on the circuit, players can develop their racing skills to gain licenses and contracts from hungry owners and unlock legendary top performing cars from NASCAR's biggest stars! Get up close to the action of a NASCAR race through state-of-the-art, next-generation graphics. These new graphics allow gamers to feel the side-by-side racing, complete track layouts, vehicle damage and wrecks like never before. Through the innovative new vehicle telemetry visor, players can monitor their car's telemetry and position on the track for real-time feedback on the handling of their car. NASCAR 08 features advanced car tuning which allows players to master all 22 NASCAR sanctioned tracks by modifying their car's handling to exact specifications with more than 40 comprehensive tuning controls.

On the PLAYSTATION[®]3 system, gamers can experience the control needed to run three-wide by mastering the all-new SIXAXIS steering precision controller.

NASCAR 08 is available on the PlayStation[®]2 and PLAYSTATION[®]3 computer entertainment systems and Xbox 360[™] video game system from Microsoft and is rated E by the ESRB. For more information, log on to www.easportsracing.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 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 NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 attended sporting events in the U.S., the No. 2-rated regular season sport on television with broadcasts in more than 150 countries, and has 75 million fans that purchase more than \$2.1 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series, and the NASCAR Craftsman Truck Series) as well as eight regional tours and one local grassroots series. NASCAR sanctions 1,500 races at over 100 tracks in 35 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Bentonville (Ark.), Charlotte, Concord (N.C.), Conover (N.C.), Los Angeles, New York, Mexico City and Toronto.

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