



EA Sports Delivers Country and Rock to NASCAR 08 Soundtrack

From Pole to Checkered Flag - NASCAR 08 Soundtrack Burns Up the Track with Full Throttle Mix

REDWOOD CITY, Calif., Jul 20, 2007 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) today announced a full-throttle mix of country and rock on its soundtrack for NASCAR® 08 in stores August 26, 2007. Multi-platinum country duos Brooks & Dunn and Big & Rich trade paint with hard rock's Velvet Revolver and Airbourne to represent the fast and dangerous sounds of the total NASCAR experience.

The soundtrack reflects NASCAR's growing and diverse fan base, speaking to both its country roots and surging urban enthusiasts. The NASCAR 08 soundtrack features the exclusive debut of Long Haul, from the forthcoming album by legendary country superstars Brooks & Dunn, as well as the pounding tracks Loud and Radio from the acclaimed new album by multi-Platinum pair Big & Rich. Hard rock supergroup Velvet Revolver takes racing intensity to the wall with the single She Builds Quick Machines, while hot new Australian band Airbourne - also featured in Madden NFL 08 - challenges all competition with Stand Up For Rock 'N' Roll.

"NASCAR 08 puts gamers behind the wheel with a soundtrack that puts the pedal to the floor," said Steve Schnur, Worldwide Executive of Music and Marketing at EA. "Today's NASCAR has 75 million of the most brand-loyal fans in all of sports, and any music mix must be a real reflection of true NASCAR culture. It's more than country. It's bigger than rock. This soundtrack is 100% cars 'n' guitars adrenaline that will blow gamers' doors off."

Rising country music star, Jason Aldean will be performing Monday night, July 23 at the invite-only EA SPORTS™ NASCAR 08 Launch Party in New York City. Amongst other songs, Jason will perform Johnny Cash, his recent hit single that is featured in the NASCAR 08 soundtrack.

NASCAR 08 delivers the most robust NASCAR console racing experience in franchise history. This 10th edition of the official NASCAR racing video game features two-time NASCAR NEXTEL Cup Series champion and driver of the No. 20 Home Depot Chevrolet Tony Stewart on the cover and makes its franchise debut on next generation systems including the PLAYSTATION®3 computer entertainment system, and Xbox 360™ video game and entertainment system. The game is rated E (Everyone) by the ESRB.

The complete in-game soundtrack for NASCAR 08 includes:

ARTIST	SONG	ALBUM TITLE
Airbourne	Stand Up For Rock 'N' Roll	Runnin' Wild
Big & Rich	Loud	Between Raising...and Amazing Grace
Big & Rich	Radio	Between Raising...and Amazing Grace
Black Rebel Motorcycle Club	Need Some Air	Baby 81
Blackberry Smoke	Up In Smoke	
Brooks & Dunn	Long Haul	

Bucky Covington	Empty Handed	Bucky Covington
Crossin Dixon	Stomp	Crossin Dixon
Halfway To Hazard	Country 'Til The Day We Die	Halfway To Hazard
Jason Aldean	Johnny Cash	relentless
Palmerston	Addicted To This	Palmerston
Velvet Revolver	She Builds Quick Machines	Libertad

To purchase the music from the soundtrack, go to EA's music site at www.ea.com/eatrx/. For more information about NASCAR 08, visit www.easports.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 over 150 countries, and has 75 million fans. 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 (the NASCAR NEXTEL Cup Series, NASCAR Busch Series, and NASCAR Craftsman Truck Series), four regional series and one local grassroots series, as well as two international series. NASCAR sanctions 1,300 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City and Toronto.

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SOURCE: Electronic Arts Inc.

Electronic Arts
Tyrone Miller, 407-386-4905
tmiller@ea.com
or
For Electronic Arts
Trudy Muller, 415-728-8242
trudy@sutherlandgold.com