



EA Sends Mobile Gamers to Springfield in ``The Simpsons: Minutes to Meltdown''

Homer Simpson Stars in an All-New, Thrilling Adventure, Exclusively on Mobile Phones

LOS ANGELES--(BUSINESS WIRE)--July 19, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today announced The Simpsons™: Minutes to Meltdown, an original game developed exclusively for mobile phones starring the world's favorite animated family. Created in conjunction with Fox Mobile Entertainment and Gracie Films, Minutes to Meltdown takes mobile gamers on a fast-paced, action-packed adventure through Springfield. The game, which features Homer and a colorful cast of Springfieldians, can now be downloaded directly from major wireless carriers in North America and Europe and on the web via Jamster (www.jamster.com).

"We are thrilled to put Homer, Bart, Apu and the rest of The Simpsons gang into this mobile game," said Travis Boatman, VP worldwide studios at EA Mobile. "With vibrant graphics, dynamic animations, interactions with favorite Simpsons' characters, and 'laugh-out-loud' sound effects, Minutes to Meltdown delivers the unique flavor and humor of the television show."

"Just as we did with The Simpsons movie, we waited until we had the right product for fans before creating a mobile game," said Denise Sirkot, executive vice president of Gracie Films. "The fantastic thing about The Simpsons: Minutes to Meltdown is that, in addition to capturing the energy and humor of the series, you can play it anywhere, anytime."

In Minutes to Meltdown, gamers guide Homer as he races against the clock and rushes through Springfield in order to stop a meltdown at the Springfield Nuclear Power Plant. Players start in the Simpsons' home then progress through fun, mobile-friendly missions in their quest. Along the way, players will interact with Bart, Mr. Burns, Apu and more of their favorite Springfieldians.

"The Simpsons are an internationally favorite family with the TV show airing in over 50 countries," said Mitch Feinman, SVP, Fox Mobile Entertainment. "Fans of The Simpsons and gamers alike are going to love Minutes to Meltdown. It's easy-to-use but hard-to-master and provides you a chance to experience life in Springfield."

For more information about games from EA Mobile, or to learn more about Minutes to Meltdown, please visit www.eamobile.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 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 its 18th Season and in production on their 19th season.

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

Fox Mobile Entertainment

Fox Mobile Entertainment is a leading provider of mobile content for wireless carriers and consumers. An industry pioneer, Fox Mobile Entertainment created American Idol's text message voting system and the Mobisode™, the now pervasive term for short episodes of programming designed exclusively for mobile phones. The company has since launched four Mobisode series; "24:Conspiracy" can be seen in 25 countries and has been translated into six languages. Fox Mobile Entertainment is a division of Jamba which is a joint venture between News Corporation (NYSE: NWS, NWS.A) and VeriSign, Inc. (NASDAQ, VRSN) and headquartered in Beverly Hills, Calif., and Berlin, Germany.

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SOURCE: Electronic Arts Inc.