



EA Announces EA SPORTS NBA STREET Online for Asia

Basketball Blockbuster in Co-Development with Neowiz Games to Further Expand EA's Online Offering in the Region

SEOUL, South Korea & REDWOOD CITY, Calif.--(BUSINESS WIRE)--July 10, 2007--Electronic Arts Inc. (NASDAQ:ERTS), the world's leading developer and publisher of interactive entertainment, today announced EA SPORTS™ NBA STREET Online as the latest title in its growing portfolio of online games for Asia. The blockbuster basketball game from EA Canada will be co-developed with Seoul-based Neowiz Games. NBA Street Online expands EA's announced line up of online games in Asia including EA SPORTS™ FIFA Online, Warhammer® Online : Age of Reckoning™, and an online offering from the Battlefield franchise.

EA and Neowiz partnered in 2006 to launch EA SPORTS FIFA Online, now one of Korea's most popular games with over 4.9 million registered subscribers. The co-development of NBA STREET Online is part of the ongoing strategic partnership between the two companies. Availability of NBA STREET Online in Korea, China, Taiwan and Japan will be announced in the coming weeks.

Mark Dickenson, Executive Producer at EA Canada, said, "NBA Street Online builds on the fun and popularity of NBA Street Homecourt, allowing players to build a personal style and do cool tricks while adding new customizable ways to create players and build teams. We're really excited by the opportunity to build a community of basketball and gaming fans and allow them to compete in tournaments against their friends, or against the best of the real NBA."

"This is our third co-development project with EA," said Kwan Ho Choi, CEO of Neowiz Games. "Following the success of FIFA Online, and our work to bring Battlefield to Asia Online, we're looking forward to our continued partnership for NBA Street Online. We will definitely put our best foot forward to satisfy Asian gamers with our online games."

Hubert Larenaudie, President, EA Asia Online, said, "Basketball has huge appeal around the world, EA knows sports games, and Neowiz Games has proven talent in developing great offerings for Asian consumers. That's a great combination to help make NBA Street Online a success in the rapidly growing Asian online gaming market."

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 Neowiz Games

Neowiz Games Co. Ltd, headquartered in Seoul, South Korea, is the nation's leading online game company. Neowiz Games is expected to post revenues of \$160 million for fiscal 2007. The company develops and publishes online games. Neowiz had over 50 online game titles in service including the most popular online game in Korea called EA SPORTS FIFA Online, Ray City, etc. Neowiz markets its products under its online game portal www.pmang.com. More information about the company information and press releases can be found on the internet at www.neowiz.com.

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