



EA and Steven Spielberg Reveal First Details on Original Videogames in Development

LOS ANGELES--(BUSINESS WIRE)--July 10, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today revealed the first details surrounding two of the three new original intellectual properties in development at EA Los Angeles (EALA) in collaboration with Academy Award® winning director and producer, Steven Spielberg.

"I am a gamer myself and game development has always intrigued me," said Steven Spielberg. "Now I've been able to jump in and do it, enjoying the creative collaboration with the EALA team on our first two games and I feel we have two incredibly unique projects in development."

"Steven's vision as both a storyteller and a gamemaker makes partnering with him an incredible experience," noted General Manager Neil Young. "Together we're making games that are unique and that we feel will each move the medium in their own way."

As an exclusive for the Wii™ from Nintendo, the first of the two projects will allow for players of all ages to compete in over a hundred challenging, action-packed interactive games that take blocks to a new level of creativity and fun for single player, co-op, and versus gameplay. Additionally, use the Wii remote to build your own fun games and structures or turn the same Wii remote into a destructive tool to bring them crashing down.

The second, and more ambitious project in development, is a contemporary action-packed adventure that puts you in the leading role of an emotional journey where your actions tell the tale. Set against the backdrop of an epic story, the game focuses on a touching and ever-changing relationship between you and a mysterious female character who holds the key to many futures. The game is in development for PLAYSTATION®3 computer entertainment system, Xbox 360™ videogame and entertainment system from Microsoft, and PC. No ship timeframe has been disclosed.

"Through our partnership we are delivering games that are not only engaging and compelling with interactivity, but we hope can also move people emotionally," noted Young.

"I am truly enjoying the creative collaboration and we hope that gamers will be as excited as we are about what we can bring to the medium through our shared vision," added Spielberg.

About EA and Steven Spielberg Partnership

In 2005, EA and Steven Spielberg entered a multi-year collaboration that would generate three new original franchise properties. EA owns the intellectual properties and the franchises will be developed, published, and distributed worldwide by EA. Spielberg has been working directly with the EALA development teams at the studio in Playa Vista to offer his signature style of storytelling to the concept, design, and artistic vision of the new games.

About EALA

The mission at EALA is to be the definitive creative destination for game makers and game development in Southern California. It is home to the award-winning Medal of Honor™, Command & Conquer™ and The Lord of the Rings™ franchises. EALA drives innovation in technology, art and game design by employing a first-class studio of game-makers at its campus in Playa Vista, CA. The studio is also home to EA's Worldwide Music and Music Marketing group and EA Mobile™.

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 videogame 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>.

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