



EA SPORTS' Madden NFL 08 Hits Retail Stores Nationwide

Top Selling Franchise Unveils New Read and React System and is Now Available on Ten Platforms

REDWOOD CITY, Calif., Aug 14, 2007 (BUSINESS WIRE) -- Electronic Arts (NASDAQ:ERTS) today announced that Madden NFL 08, the newest iteration of the best-selling EA SPORTS™ football franchise with the exclusive videogame license of the NFL and PLAYERS INC, is now available in stores nationwide. Awarded the 2007 Game Critics "Best Sports Game" award at last month's E3 Media and Business Summit, Madden NFL 08 features a unique combination of innovative gameplay and authentic NFL football simulation.

Now in its 18th year, the Madden NFL Football franchise continues to stand out as Madden NFL 07 was last year's #1 selling video game in North America with more than seven million copies sold(1) since launch.

Madden NFL 08 features a new Read and React system that allows gamers to quickly identify the strongest players on the field, and to make game-altering adjustments to further affect each and every play. New player skill icons identify on-field strengths and weaknesses, providing an immediate read on what an opponent is doing. This new icon system complements a deeper gameplay experience that maximizes the skill of the individual NFL superstars, separating them from the role players, and takes NFL football strategy to a new level.

Players will rule the gridiron with intuitive controls, fluid gameplay and a new branching animation system that yields the jaw-dropping tackles and spectacular catches in Madden NFL 08. New player moves, lateral passes and the dynamic Hit-Stick 2.0 gives gamers an unprecedented and hyperrealistic NFL football experience.

Developed in Orlando, Florida by EA Tiburon, Madden NFL 08 is available for the Xbox® and Xbox 360™ video game systems from Microsoft, PlayStation®2 and PLAYSTATION®3 computer entertainment systems, Wii™, Nintendo GameCube™, Nintendo DS™, PC, Mobile, PSP® (PlayStation®Portable) handheld entertainment system and is rated E by the ESRB.

EA SPORTS™ is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL Football, FIFA Soccer, NHL® hockey, NBA LIVE basketball, NCAA® Football, Tiger Woods PGA TOUR® and NASCAR® racing.

For more information about Madden NFL 08, check out www.madden08.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>.

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(1) according to the NPD Group

SOURCE: Electronic Arts Inc.

Electronic Arts

Katherine Coulthart, Senior Publicist, 407-386-4812

kcoulthart@ea.com

Tyrone Miller, Senior PR Manager, 407-386-4905

tmiller@ea.com