



EA Names Barry Cottle To Lead EA Mobile

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 8, 2007--Electronic Arts Inc. (NASDAQ:ERTS) announced that Barry Cottle has today joined the EA Casual Entertainment Label to serve as Senior Vice President and General Manager of EA Mobile™. Reporting directly to EA Casual Entertainment Label President Kathy Vrabeck, Mr. Cottle will oversee all aspects of the EA Mobile business worldwide. Prior to joining EA, Mr. Cottle served as the CEO of Quickoffice Inc, a developer of mobile business software applications and content rendering technology for multiple handset manufacturers.

Vrabeck commented, "Barry has an impressive track record spanning across the entertainment, cable TV, high tech, wireless, mobile content and business software sectors. He brings a deep understanding of consumer content services that will help EA Mobile grow the market through unique product offerings and expanded buying models. Barry's passion for the mobile segment makes him a great fit for leading EA Mobile to its next level of growth."

Prior to establishing Quickoffice, Mr. Cottle served as COO and Chief Internet Officer for the Mobile Content and Wireless Service business of Palm Computing Inc. During his tenure at Palm Computing, Cottle managed Palm.net and set the company's worldwide strategic direction for mobile content and services. Prior joining Palm Inc., Mr. Cottle spent almost 10 years at Walt Disney Company where he served as SVP of Marketing for Disney TeleVentures, a video programming joint venture created to develop and market cable TV programming, broadband internet services, interactive applications and proprietary navigation tools. Barry started his career in marketing as an intern for Apple and graduated from Kellogg School of Management.

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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