



EA Revs up Burnout Paradise With Innovation and Style

PLAYSTATION(R)3 Version to Feature Rumble Controls, 3-Button EasyDrive & PLAYSTATION(R)Eye for Instant Mugshots That Capture the Fun of the Moment

TOKYO--(BUSINESS WIRE)--Sept. 21, 2007--Paradise City awaits. Electronic Arts Inc. (NASDAQ:ERTS) today revealed the unique feature set that will define Burnout™ Paradise - the next-generation of Burnout. With true open world freedom, seamless 'EasyDrive' online multiplayer, four unique single-player events, and hundreds of online Freeburn challenges, Burnout Paradise thrusts gamers into an incredibly vivid HD world that pushes the limits of the PLAYSTATION®3 computer entertainment system and Xbox 360™ videogame system. The white knuckle action explodes as players pull up at any stoplight and spin their wheels to jumpstart the action.

Spectacular bone-crushing crashes and an unparalleled sense of speed will always be a hallmark of Burnout games but Burnout Paradise ups the ante with an all new game design that expands the experience into a deeper, ever more immersive driving dream. Some of the key features that set Burnout Paradise apart include:

- True Open World Freedom - The entire city will be available from the outset, giving players the freedom to explore this immersive world known as Paradise City. Experience open world driving Burnout style as the action begins with you, but it doesn't have to end.
- EasyDrive Online Social Gaming - See your friends online with the EasyDrive Friends List and connect with them instantly without having to wait or exit your game. Burnout Paradise is revolutionizing the way players jump on and offline, making it as simple and quick as possible.
- Single-player Events - Choose from Race, Marked Man, Road Rage, and Stunt by pulling up to the numerous stoplights in the game to initiate the event. The action isn't forced any longer, as players have the freedom to start and even end a challenge at their leisure.

"This is the true beginning of next generation racing. On PLAYSTATION 3 and Xbox 360, we are delivering a game that brings brilliant graphics into HD at 60 frames per second. Burnout Paradise does something that no other Burnout game has ever done - it gives the player full control on how to play the game," said Alex Ward, Creative Director at EA Criterion. "At Criterion, we have a long history of delivering stand-out software on the PlayStation consoles. The entire team is fired up about the opportunity to carry that heritage into the PLAYSTATION 3 generation."

Burnout Paradise will have you feeling every bump, crash, scrape, and collision using Sony's new DUALSHOCK®3 Wireless Controller with rumble feature for the PLAYSTATION 3. The EasyDrive online Friends List keeps the action flowing on the PLAYSTATION 3, as players get into a challenge with three easy taps of a button. Once the competition heats up, players can grab snapshots as they rip through opponents and collect candid Mugshots of friends and foes alike using the PLAYSTATION Eye. The Xbox 360 version of the game features Mugshots using Xbox LIVE® Vision.

Burnout Paradise has not yet been rated by the ESRB and PEGI. Developed by the award-winning team at EA Criterion in Guildford, the game will ship under the EA™ brand this Winter. For more information about the Burnout franchise, please visit <http://burnout.ea.com> or the EA press website at <http://info.ea.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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