



EA Mobile Launches SKATE

Grip-it and Rip-it in an All-New Skateboard Franchise for Mobile Phones

LOS ANGELES--(BUSINESS WIRE)--Sept. 13, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today announced the launch of SKATE, an all-new extreme, high-flying skateboarding game for mobile phones. The newest franchise from EA Mobile, SKATE lets anyone with a cell phone hit the half-pipe to perform ollies, grinds and many more tricks.

In SKATE, players can choose to play freestyle or skate their way through the fictional city of San Vanelona on a mission to become a skateboarding superstar by pulling off enough slick moves to capture the cameras and land on the cover of Thrasher magazine. Delivering a mobile game experience that captures the essence and authenticity of the console title, SKATE also features professional skaters such as Danny Way, Chris Cole, Mike Carroll and Rob Dyrdek for players to interact with.

"SKATE delivers all the hallmarks of a quality mobile title with exciting graphics, approachable gameplay and accessible challenges," said Travis Boatman, VP of Worldwide Studios at EA Mobile. "Whether you're a hardcore skater or a casual gamer who has never been on a skateboard before, you'll be able to experience the thrills of extreme skateboard action with simple controls that make it easy and fun for anyone to pull 360s, grinds, kick-flips and more."

SKATE is now available for purchase and download from most major mobile operators in North America and Europe. For more information about SKATE, or to determine availability for your mobile phone, please visit www.skate.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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