



## **EA SPORTS Expands Its Portfolio with EA SPORTS GameShow**

### **Massively Multiplayer Sports Trivia Game to Feature Live Hosts and Prizes**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Sept. 5, 2007--Are you a sports trivia nut? Think you know more sports facts than anyone else? Get ready to prove it! Electronic Arts (NASDAQ:ERTS) today announced EA SPORTS™ GameShow, a new online sports trivia game. Developed at EA Tiburon, best known for the Madden NFL franchise, EA SPORTS GameShow will give players the opportunity to compete against sports fans from around the nation with a live game show host. EA SPORTS GameShow is a free downloadable PC game, with new programming updated on the daily basis, broadcasting will begin this fall.

Peter Moore, president of the EA SPORTS Label commented, "EA SPORTS GameShow is an exciting addition to the EA SPORTS portfolio and the perfect complement to our core simulation sports product lineup. As we create new experiences on new platforms that target larger and more diverse audiences, EA SPORTS GameShow is a massively multiplayer game with broad appeal and high accessibility. It's the perfect test for sports fans of all ages."

EA SPORTS GameShow allows participants from around the country to compete head to head, answering a series of multiple choice questions related to the world of sports. The live game show host will facilitate each session, streamed over the Internet in real-time. Questions will be presented through a variety of media, including text, audio and video. Players will also be able to track their performance instantly, with prize incentives. The online sports trivia game will also feature customizable avatars and leader boards, with call outs to regional and national winners.

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.

#### 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](http://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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CONTACT: Electronic Arts Inc. Katherine Coulthart, 407-386-4812 (Senior Publicist)  
kcoulthart@ea.com  
Tyrone Miller, 407-386-4905 (Senior PR Manager)  
tmiller@ea.com

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