



## **EA's Boogie Shakes Its Way Onto the Nintendo DS and PlayStation 2 This Holiday Season**

### **Boogie on Nintendo DS Offers Players New Features Including 3D Gameplay**

MONTREAL, Sep 05, 2007 (BUSINESS WIRE) -- Shake it. Sing it. Create it. Electronic Arts Inc. (NASDAQ:ERTS) announced today that Boogie™, which shipped for the Wii™ in August, is taking its dancing act on the road with a unique Nintendo DS™ version that features the first 3D gameplay on the handheld system. All the new modes in the game can be experienced in full 3D using special glasses packed in to the retail box. Boogie is also shipping on the PlayStation®2 computer entertainment system and brings both singing and dancing gameplay to one of the world's most prevalent hardware systems. Both titles will ship to retail stores this holiday 2007.

Boogie on Nintendo DS introduces new gameplay modes and mini-games not found in the Wii version for easy gaming on the go. The game's unique modes include DS Download Play and Multi-Card Play, three main dancing gameplay modes including Copycat, Freestyle and Choreography as well as more than 10 mini-games. Players can also dive into the career mode for a deeper experience as they embark on a quest to become the Boogie Master.

Boogie on the PlayStation®2 showcases the game's signature dancing and singing gameplay. Players can sing along to their favorite tunes or dance to the latest hit songs as well as catch their best dance moves, record their own voice and make music videos with the music video creator.

Boogie features new versions of tracks made popular by hit bands such as The Jackson 5, Kool & The Gang, Black Eyed Peas and Britney Spears. An all-new intellectual property developed at EA Montreal, Boogie is the perfect party game for gamers of all ages. For more information on the game, please visit the website at <http://www.boogie.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](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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