



EA SPORTS Introduces Madden NFL 08 en Espanol

Spanish version of Madden NFL 08 features San Diego Chargers Luis Castillo as cover athlete

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 16, 2007--Electronic Arts Inc., (NASDAQ:ERTS) announced today that Madden NFL 08 En Espanol will be available this December for the PlayStation®2 computer entertainment system and Xbox 360™ video game system from Microsoft. Fully translated in Spanish, Madden NFL 08 en Espanol will feature San Diego Chargers defensive end Luis Castillo on the box cover. Madden NFL 08 en Espanol features exclusive Spanish language content, including additional music tracks, and Spanish play-by-play and game analysis voice-over.

"I am extremely proud to be selected as the cover athlete for Madden NFL 08 en Espanol," said Castillo. "This illustrates the growing popularity of Madden and NFL football within the Spanish-speaking community."

Castillo, a San Diego Chargers first round draft pick in 2005, ranked third on the team in sacks and was selected as a second-alternate to the AFC Pro Bowl last year. Castillo is from the Dominican Republic and speaks fluent Spanish, and he is only the second Dominican Republic player to be drafted and start in the NFL. In 2005, he was an All-Rookie Team selection by NFL.com, Pro Football Weekly and the Professional Football Writers of America.

Madden NFL 08 En Espanol is part of the NFL's and NFL PLAYERS commitment to deliver customized content to a growing Hispanic fan base.

"We are pleased to partner with EA to bring fans Madden NFL 08 en Espanol, another innovative way to serve our fans," says Mark Waller, NFL senior vice president of marketing and sales. "This customized version of Madden provides a fun and high-tech educational tool for our Spanish-speaking fans around the world. The game is a great way to introduce fans to the NFL, enabling them to understand and enjoy the game even more."

Other ways the NFL reaches its Spanish-speaking fans include: NFLatino.com, NFL Monday Night Football on ESPN Deportes, NBC Sunday Night Football in Spanish via SAP, Univision Radio's 30-game lineup, Telemundo specials surrounding Super Bowl XLII, as well as NFL coverage throughout the season on Telemundo's weekly sports and entertainment shows.

Alvaro Martin, the first Spanish-language play-by-play broadcaster for ABC Sports' "Monday Night Football, is featured as the broadcast voice of Madden NFL 08 en Espanol. Martin has an impressive broadcast background with experience as one of the top Spanish-language play-by-play announcers for ESPN International, with five NBA Finals, two World Series and six Super Bowls to his credit. Madden NFL 08 en Espanol will also feature three exclusive Spanish songs, "Los Que Luchamos" by Kinto Sol, "Blame Me" performed by Molotov and "Relax" by Mana, added to the Madden soundtrack.

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.

Developed in Orlando, FL by EA Tiburon, Madden NFL Football, now in its 18th year, continues to stand out as Madden NFL 07 was last year's #1 selling video game in North America with more than seven million copies sold(a) since launch.

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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(a) According to NPD data.

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