



Master the Skills Required to Dominate Down Low in EA's NCAA March Madness 08

All-New Dynamic Post Play and More Than 70 Classic Teams Create a New College Basketball Experience

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 12, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today revealed the tremendous depth of gameplay features in EA SPORTS™ NCAA® March Madness® 08 for Xbox 360™ and PLAYSTATION®3 computer entertainment system which will create a college basketball experience that captures the emotion, intensity and atmosphere of a real college basketball game. Featuring former University of Texas star Kevin Durant, the first college freshman to receive the Wooden Award and Naismith Trophy as the NCAA men's basketball player of the year, in game and on its cover, NCAA March Madness 08 creates new ways to play by challenging you to master the strategy and skills required to dominate down low, and by replicating classic teams in college basketball history that make dream match-ups a reality.

Shipping to stores in North America December 18, NCAA March Madness 08 has created a strategic new gameplay experience called Dynamic Post Play that enables you to take complete control over running your offense through the post, and defending your opponent in the paint. Experience the intensity of a strategic match-up on each possession, outwit your opponent by creating a favorable mismatch, and then make a move that scores the bucket to lift your team and your fans to victory. For the first time, you have complete control over dozens of new offensive post moves, including finesse ones like an up-and-under, drop step, hook spin, jump hook, and pump fake, and the ability to combine moves together. Animations can be interrupted at any time to transition into a new move, enabling you to read and respond to the defense, just like real life. Take command of the post on defense with strategic positioning to dominate down low -- guard your opponent man-to-man, front him to deny the entry pass or read the offense and go for the steal!

NCAA March Madness 08 finally makes dream match-ups a reality, enabling you to replay classic games in college basketball history. Featuring more than 70 classic teams, take the court as the 1972 UCLA Bruins against any of the great North Carolina Tar Heels teams of the 1980s, the Duke Blue Devils of the 1990s or the two-time defending national champion University of Florida Gators. In addition, the ultimate teams for dozens of Division I programs have been created enabling you to go head-to-head to determine the best team in the history of college basketball.

Experience the electricity of game night with the band playing fight songs, the student section leading the cheers and popular ESPN college basketball broadcasters Dick Vitale and Brad Nessler providing the play by play commentary courtside. ESPN sideline reporter Erin Andrews makes her videogame debut in NCAA March Madness 08, joining the broadcast team to provide real-time injury updates, insight and strategic observations throughout the course of each game.

NCAA March Madness 08 captures the intensity and atmosphere found in authentic college basketball arenas and your players will rise to the occasion or wilt under the pressure. The crowd atmosphere impacts the composure ratings of the players on the floor -- seniors and freshmen will handle the pressure differently - enabling you to fill up your Intensity Control Meter and change the momentum of the game.

NCAA March Madness 08 has added a plethora of rich new details that brings the college game to life, including new authentic arenas, new player models with form-fitting uniforms, breakaway basketball hoop rims, and the ability of players to slap the backboard on layups. The game also features custom playbooks for each team through the Floor General Playcalling system, the EA SPORTS Lockdown Stick that enables your players to pressure the ball, force turnovers and harass opponents on the court, a deeper Dynasty Mode™ that lets you build your school into a national powerhouse, the Pre and Post season NIT and the McDonald's High School All American game and an online feature set that includes customized leagues and ESPN on Demand.

Developed at EA Canada in Burnaby, B.C., NCAA March Madness 08 will be available for the Xbox 360, PLAYSTATION 3 and PlayStation 2. It will ship to stores December 18. The game is not yet rated by the ESRB.

To learn more about the game visit www.marchmadness08.com. Box art of NCAA March Madness 08 and images of Kevin Durant participating in motion capture at EA Canada earlier this year can be downloaded 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>.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

EA, EA SPORTS, EA SPORTS BIG, POGO and Dynasty Mode are trademarks or registered trademarks of Electronic Arts Inc. in the U.S and/or other countries. All rights reserved. All names, logos, team icons, and mascots associated with the NCAA, universities, and conferences are the exclusive property of the respective institutions. NCAA and March Madness are trademarks or registered trademark of the National Collegiate Athletic Association. The "Officially Licensed Collegiate Products" label is the exclusive property of The Collegiate Licensing Company. "PlayStation" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox, and Xbox 360 are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.

CONTACT: EA SPORTS

Steve Frost, 604-456-5067

sfrost@ea.com

David Tinson, 604-456-5167

dtinson@ea.com

SOURCE: Electronic Arts Inc.