



EA to Distribute Rail Simulator in North America

Train Enthusiasts Invited to Ride the Rails on the PC starting January 16 with all-new Content for North American Release

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 15, 2007--All aboard! Electronic Arts Inc. (NASDAQ: ERTS) today announced that it will distribute Rail Simulator for the PC in North America. The game was released in Europe in October and will now ship in North America, with a wealth of new content, on January 16, 2008.

Developed by Kuju Entertainment, Rail Simulator is the ultimate experience for train enthusiasts and gamers alike, allowing players to take the controls of historic and contemporary trains on more than 1,000 miles of real-life routes from around the world. New to the North American release is the highly popular Barstow to San Bernardino route alongside all-new Union Pacific locomotives and rolling stock.

Rail Simulator puts players in control of every aspect of the train's operation and even gives players a track editor to create their own routes and share them with other gamers online. Varying difficulty levels tailor the game to players of all skill levels, from Easy to Full Simulation.

"We're thrilled to extend our European relationship with EA Partners to include distribution of Rail Simulator in North America," said Tim Gatland, managing director of Rail Simulator Developments Limited. "The team at Kuju Entertainment has created an incredible product for train enthusiasts of all ages, and the team at EA Partners is helping us reach the widest possible global audience."

"Kuju Entertainment is the hands-down leader in this category and EA Partners is excited to be distributing Rail Simulator in North America this January," said David DeMartini, vice president and general manager of EA Partners. "The team at EA Partners is committed to helping studios of all sizes take advantage of EA's worldwide publishing infrastructure, and we can't wait to help get Rail Simulator into the hands of North American gamers."

Rail Simulator is rated E for Everyone by the ESRB. More information about Rail Simulator is available at www.railsimulator.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 Kuju Entertainment

Kuju Entertainment, one of Europe's leading independent game developers on console and PC platforms, operates five studios in the UK and has been creating top-rated games for over sixteen years. Kuju maintains specialist console/PC divisions in the action, strategy/tactical, lifestyle, simulation and flight action genres as well as a separate division for conversion projects.

About Rail Simulator

Rail Simulator was developed for the PC platform by Kuju Entertainment (www.kuju.com) for Rail Simulator Developments Limited. For more information, please see www.railsimulator.com or contact Tim Gatland +44 131 225 9677.

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SOURCE: Electronic Arts Inc.