



EA Ships Boogie on the PlayStation 2

Boogie on Nintendo DS to Ship Later this Month - Offering Gamers Unique 3D Gameplay and Original Game Modes

MONTREAL--(BUSINESS WIRE)--Nov. 15, 2007--Shake it. Sing it. Create it. Electronic Arts Inc. (NASDAQ:ERTS) announced today that Boogie™ for the PlayStation®2 computer entertainment system hit retail stores in North America. In Europe, gamers can pick up their copy on November 30. Boogie, which shipped for the Wii™ in August and was recently featured on NBC's Today Show for a segment on keeping families fit, is bringing both its singing and dancing gameplay to one of the world's most prevalent hardware systems. PlayStation 2 players will dance, sing and create music videos with this complete entertainment package.

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. 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 is also taking its dancing act on the road with a unique Nintendo DS™ version that features the first 3D gameplay on the handheld system. The game introduces new gameplay modes and mini-games not found in the Wii or PlayStation 2 version for easy gaming on the go. Boogie on the Nintendo DS will be on shelves on November 29 in North America and November 30 in Europe.

Developed at EA Montreal, Boogie is the perfect party game for gamers of all ages. Boogie on the Nintendo DS has a U.S. MSRP of \$29.99, which includes 3D Glasses. Boogie on the PlayStation®2 has a U.S. MSRP of \$49.99, and ships with a microphone. Boogie has been rated E10+ by the ESRB with descriptors for Lyrics and Suggestive Themes. For more information, videos and screens on the game, please visit the website at 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. 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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SOURCE: Electronic Arts Inc.