



EA Ships First Wii Trivia Game - Smarty Pants - Delivering Fun for the Entire Family

From Sports to Art to World History Questions, EA Brings Trivia to the Wii

LOS ANGELES--(BUSINESS WIRE)--Nov. 13, 2007--Electronic Arts Inc. (NASDAQ:ERTS) announced today that Smarty Pants™, the first trivia game for the Wii™, has shipped to store shelves in North America and will ship to retailers throughout Europe on November 16. So go ahead and take the challenge! Do you know more than your Grandma about world history? Does your little sister know more than your Dad about sports? Find out by playing Smarty Pants, the trivia game that levels the playing field for friends and family, combining age-targeted trivia with action-based gestures, making for a truly trans-generational game exclusively for the Wii.

In Smarty Pants, questions are tailored to the contestant's age, allowing friends and family members ages eight to eighty to play simultaneously. Choose to play in Friends Mode, a rapid-fire competitive trivia showdown, or Family Mode, in which players team up in a race against the clock. As you play, the game tracks everyone's answers and adjusts the difficulty level to provide continuous stimulation and challenge. Exciting Wii gestures make everything a game, from spinning the category wheel and tug-of-wars to "dance-offs" for additional points. With both competitive and collaborative game modes and thousands questions in multiple categories, Smarty Pants brings virtually endless fun and replayability for families and friends alike.

Categories and questions are also fully localized with country appropriate content for North America, UK, France, Germany, Spain and Italy.

Smarty Pants is produced at EA Los Angeles and developed in conjunction with Planet Moon Studios. The game is rated "E" for Everyone by the ESRB and 3+ by PEGI. For more information on Smarty Pants, please visit the official website at www.smartypants.ea.com. For screenshots and other artwork, please visit www.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 videogame 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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CONTACT: EA Los Angeles
Brooke Cahalane, 310-754-7312
Public Relations Manager
bcahalane@ea.com
Palmira Farrow, 310-754-7189
Public Relations
pfarrow@ea.com

SOURCE: Electronic Arts Inc.