

EA's Award Winning Burnout Paradise in Stores Now

Invite Your Friends to Explore Paradise City and Rule the Roads

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 22, 2008--Electronic Arts Inc. (NASDAQ:ERTS) today announced that Burnout™ Paradise for the PLAYSTATION®3 computer entertainment system and Xbox 360™ videogame system is now on store shelves in North America and will be available in Europe on January 28. The much anticipated Burnout Paradise is critically acclaimed as the Best Racing Game by the 2007 Game Critics Awards.

Burnout Paradise is built with an all-new open world design to provide the ultimate in freedom and discovery online(a) and offline. Players will be able to create their own personal driving experience, as you decide when and where the action begins. It is a totally seamless experience, as Burnout Paradise sets the new standard in online social gameplay. See your friends online with the EasyDrive Friends List and connect with them instantly without having to wait or exit your game. You can battle up to seven of your friends and grab their Mugshots, or join forces to complete more than 300 online challenges.

"Burnout Paradise is the natural evolution of the franchise as we wanted to give the player full control to create their own personal Burnout experience," says Alex Ward, Creative Director at EA Criterion. "The city really comes alive when players get together with their friends online, aggressively blasting through the streets at insane speeds to see who is king of the road. The team at EA Criterion couldn't be more happy and excited to be delivering a truly next generation Burnout title."

Burnout Paradise has been rated E10+ by the ESRB and 3+ by PEGI. For more information about Burnout Paradise, please visit http://burnout.ea.com or the EA press website 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.

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(a) Internet connection required for online play. See product pack for more details.

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