



EA Ships Kuju Entertainment's Rail Simulator to North American Retailers

The Ultimate Train Simulation Experience Gets on Track and Reaches Store Shelves Today

REDWOOD CITY, Calif., Jan 16, 2008 (BUSINESS WIRE) -- All aboard! Electronic Arts Inc. (NASDAQ:ERTS) today announced that Rail Simulator® has shipped to North American retailers for the PC. Train enthusiasts will find even more control, track options and unprecedented graphics in Rail Simulator as they take the helm of historic and contemporary trains on more than 1,000 miles of real-life routes from around the world. Developed by Kuju Entertainment, the North American version of the game features new content including U.S. trains and the famous Barstow to San Bernadino route modeled in extraordinary detail. Rail Simulator shipped in Europe in October 2007.

"Our team is excited to be able to bring Rail Simulator to North America and really pleased to be able to provide rail fans with content specifically created for their market," said Tim Gatland, managing director of Rail Simulator Developments Limited. "It's been great working with the team at EA Partners once again following our European launch a few months ago."

"At EA Partners, we are always looking to work with independent developers who are leaders in their categories, and Kuju Entertainment is unquestionably at the head of this genre," said David DeMartini, vice president and general manager of EA Partners. "We have had a great experience working with Kuju and are looking forward to getting Rail Simulator out to train enthusiasts across North America."

From the team behind the popular Microsoft Train Simulator, Kuju Entertainment is continuing to push the genre to new heights. Rail Simulator puts players in full control of every aspect of the train's operation and even gives players a powerful track editor to create and share their own routes. Varying difficulty levels tailor the game to players of all skill levels, from Easy to Full Simulation.

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 is one of Europe's leading independent game developers on console, PC and handheld platforms and has been creating top-rated games for over eighteen years. Kuju operates five studios in the UK; Chemistry, Kuju London, Zoe Mode, Nik Nak and doublesix. Kuju Entertainment is part of the Catalis N.V. media services group.

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.

Electronic Arts Inc.
Andrew Wong, 650-628-2781
anwong@ea.com
Bryce Baer, 650-628-5102
bbaer@ea.com