



Starbreeze Studios Teams up With EA Partners to Reinvent a Classic EA Franchise

EA Partners to Publish Upcoming Title for PLAYSTATION 3, Xbox 360 and PC

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 21, 2008--EA Partners today announced that it has teamed up with Starbreeze Studios, the award-winning developers of *The Darkness* and *The Chronicles of Riddick: Escape from Butcher Bay* to reinvent one of EA's most acclaimed classic franchises. The title, with the internal code name Project RedLime, is being developed for the PLAYSTATION®3 computer entertainment system, Xbox 360™ system from Microsoft and PC.

"EA Partners is thrilled to hand over the keys to one of EA's most acclaimed franchises to Starbreeze Studios," said David DeMartini, vice president and general manager of EA Partners. "Starbreeze's pedigree is undisputed and we could not be happier to welcome them to the EA Partners family. The team is creating an incredibly innovative take on a classic property and EA Partners is poised to deliver a blockbuster launch on the global stage."

"EA Partners gives independent developers like Starbreeze access to EA's unrivaled global publishing infrastructure, letting us focus our energy on what we do best - making incredible games," said Johan Kristiansson, CEO of Starbreeze Studios. "We're already deep in development on Project RedLime and the team at EA is giving us the time we need to perfect our vision. We're excited to bring a new perspective and gameplay innovation to this beloved fiction."

Additional information about the Starbreeze project will follow in the coming months. For more information about other EA games, please visit <http://info.ea.com>.

Developers interested in working at Starbreeze can search available jobs at <http://www.starbreeze.com>

About Starbreeze Studios

Starbreeze is a videogame developer based in Uppsala, Sweden. The studio was founded in 1998 and currently employs a staff of about 75. The team has developed action/adventure games including 2004's *"The Chronicles of Riddick: Escape from Butcher Bay"* (Xbox and PC) which averaged a 90% Metacritic rating, and 2007's *"The Darkness"* (Xbox 360 and PS3) which averaged an 82% Metacritic rating.

About Electronic Arts

Electronic Arts Inc. (NASDAQ: ERTS), 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>.

EA, EA SPORTS, EA SPORTS BIG, POGO, are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Xbox 360 is a trademark of the Microsoft group of companies. "PLAYSTATION" is a trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

CONTACT: EA Partners
Bryce Baer, 650-628-5102
bbaer@ea.com
or
EA Games Label
Tammy Schachter, 650-628-7223
tschachter@ea.com

SOURCE: Electronic Arts Inc.