



EA Mobile Announces All-New Tetris for Mobile Phones

Tetris Blockout Delivers a 3-D Twist to the Acclaimed Tetris Game

LOS ANGELES, Feb 19, 2008 (BUSINESS WIRE) -- EA Mobile™, a division of EA's Casual Entertainment Label, today announced the availability of Tetris® Blockout™, an innovative new addition to the popular Tetris® franchise. According to Nielsen Mobile, Tetris was the most downloaded mobile game in 2007, and Tetris Blockout will continue the legacy as the newest addition to EA's robust lineup of Tetris titles, which includes Tetris, a multiplayer version of Tetris, and Tetris® Mania. The goal is still to clear planes as fast as possible, but now the falling blocks must be rotated and placed into a dynamic three-dimensional playing field.

"Tetris has been hugely successful on handheld devices since the game was first introduced over 20 years ago," said Travis Boatman, VP Worldwide Studios, EA Mobile. "Recent advancements in mobile phones, which include improved graphics and processing speeds, have allowed us to create a fun, new version of the game with Tetris Blockout. We've retained all the thrills and immersive gameplay of the original and added a fresh twist."

Players must use strategic skills as they rotate and place falling blocks into the 3-D playing field, clearing planes as fast as they can. Earn points for each plane cleared, and gain extra bonuses by clearing multiple planes at once. Tetris Blockout features three different play modes - classic Marathon, 20 Planes and race-the-clock Ultra. With vivid, colorful graphics, and adjustable difficulty levels, Tetris Blockout delivers great entertainment for all, from newcomers to Tetris mavens.

Tetris Blockout continues EA's strong track record of creating and distributing compelling, fun, and easy-to-play games for players to enjoy on their mobile phones. Tetris Blockout is now available on major wireless carriers throughout North America and Europe. For more information on carrier availability and pricing, please visit www.eamobile.com.

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>.

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