



EA SPORTS Announces NCAA Football 09 for the Wii

NCAA Football 09 Cover Contest Lets College Fans Choose their Favorite Mascot

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 14, 2008--Electronic Arts Inc. (NASDAQ: ERTS) opens the polls today for voters to cast their ballots in the NCAA® Football 09 Cover Mascot Challenge. To commemorate the first NCAA Football video game on Wii™, the video game's packaging will feature a platform exclusive NCAA college team mascot. Fans will be able to choose their favorite NCAA FBS (formally known as Division 1-A) college team mascot, and will ultimately decide which college mascot will represent this year's NCAA Football 09 Wii cover.

"Nintendo is excited to have NCAA Football 09 available for Wii. In my family, NCAA Football has always been a family event," said Steve Singer, Nintendo of America's vice president of Licensing. "Now with the Family Play mode from EA we can share the football experience all year long."

NCAA Football 09 for Wii will feature EA SPORTS Family Play, as seen in NBA Live, Madden NFL and FIFA. EA SPORTS Family Play is a multiplayer, social experience that allows novice users to compete against advanced players and still enjoy success. Regardless of the gamer's ability or skill level, EA SPORTS Family Play creates an accessible and rewarding gaming interaction for all to enjoy. In this new style of play, users are given the option to choose Advanced or Family Play when entering a game. Advanced users take complete control of all aspects of gameplay, while players who choose Family Play are given control of key actions on the Wii Remote™ - such as passing, snapping, and kicking - while letting the game's AI control player movement.

Voting for the NCAA Football 09 Wii Cover Mascot Challenge will start on Thursday, February 14. By visiting www.ncaafootball09.com fans can cast one vote per day for their favorite college mascot until the contest closes on Thursday, March 6. The winning school's mascot will be announced March 14 on the NCAA Football 09 website.

NCAA Football 09 for the Nintendo Wii and PSP™ (PlayStation®Portable) handheld entertainment system are produced by the Fusion development team at EA Canada in partnership with EA Tiburon. NCAA Football 09 for the PLAYSTATION 2 and PLAYSTATION 3 computer entertainment system, Xbox 360 video game system from Microsoft gaming console are developed by EA Tiburon located in Orlando, Florida. For more information about NCAA Football 09 please visit www.ncaafootball09.com.

EA SPORTS is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL Football, FIFA Soccer, NHL hockey, NBA LIVE basketball, NCAA Football, Tiger Woods PGA TOUR and NASCAR racing.

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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About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to

www.ncaa.org.

About The Collegiate Licensing Company

The Collegiate Licensing Company is the oldest and largest collegiate licensing agency in the nation. CLC currently represents more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships). Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide

About NCAA Football

NCAA Football (NCAA Football USA, Inc.) is a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the National Association of Collegiate Directors of Athletics (NACDA) and the National Collegiate Athletic Association (NCAA) that serves as the collective voice to promote college football.

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SOURCE: Electronic Arts Inc.