



EA Teams Up with Xbox LIVE to Create Hot Burnout Paradise Valentine's Day Event

Join Hollywood's Most Talked-about Reality Couple as They Set Burnout Paradise on Fire

LOS ANGELES--(BUSINESS WIRE)--Feb. 11, 2008--To celebrate Burnout™ Paradise, Electronic Arts Inc. (NASDAQ:ERTS) today announced a special Game with Fame Valentine's Day event on the Xbox LIVE® online entertainment network. This event will give couples a chance to play with Hollywood's hottest dynamic duo; Heidi Montag and Spencer Pratt, stars of MTV's The Hills. On February 12th from 9:00pm - 12:00am PST, Xbox LIVE Gold members can score an opportunity to play with Heidi and Spencer, grab their Mugshots, and gain fame on the roads of Paradise City. Players will also have an opportunity to chat and play with Burnout Paradise producer Craig Sullivan and other surprise guest celebrities.

To connect with Heidi, Spencer and Craig send a friend request to BurnoutGWFHeidi, BurnoutGWFSpenc, and BurnoutGWFCraig on your Xbox 360™ videogame system. Other surprise celebrities will be joining the couple and will be playing as:

BurnoutGWF1
BurnoutGWF2
BurnoutGWF3
BurnoutGWF4

BurnoutGWF5
BurnoutGWF6
BurnoutGWF7
BurnoutGWF8

Available in stores now, Burnout Paradise delivers true open world freedom and is filled with the most, exciting jumps, gripping races and unrivalled excitement at every intersection. Spectacular bone-crushing crashes and an unparalleled sense of speed will always be a hallmark of Burnout games but Burnout Paradise ups the ante with an all new game design that expands the experience into a deeper, ever more immersive driving dream.

Burnout Paradise has been rated E10+ by the ESRB and 3+ by PEGI. For more information about the game or Game with Fame please visit <http://burnout.ea.com>, and www.xbox.com/burnoutgwfame respectively.

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 Game With Fame

The Xbox LIVE Game with Fame program gives Xbox LIVE Gold members the unique opportunity to meet, chat with and play against some of today's hottest stars. Past Game with Fame celebrity players include Jack Black, Jenny McCarthy, Rihanna, Shia LaBeouf and Andy Roddick. Further information about other Xbox LIVE events is available at the Game with Fame Web site, <http://www.xbox.com/gamewithfame>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq:MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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