



## **EA Announces Zubo - A New Children's Video Game Exclusive to Nintendo DS**

### **Original Nintendo DS Game Features Collectable Characters in a Music-based Rhythm-action Adventure**

GUILDFORD, England--(BUSINESS WIRE)--March 28, 2008--The EA Casual Entertainment Label today announced the development of a new wholly-owned, original intellectual property, created for 7-11 year old boys and girls. Zubo™ is a music-based rhythm-action game featuring a unique set of characters that is scheduled to ship worldwide later this year, exclusively on the Nintendo DS™ handheld system.

"Zubo represents the culmination of a dedicated incubation project, which specifically sought to develop a new videogame property for boys and girls under 12," said Harvey Elliott, Head of the EA Bright Light studio in Guildford, UK. "The team here has designed a rich, immersive and, above all, enjoyable experience -- one that will live in the schoolyard, at home or on the move."

Players enter the world of Zubalon to help the colorful and zany inhabitants, the Zubos, defeat an evil force which is bent on world domination. Players can befriend the Zubos they meet along the way, feed and nurture them, help them gain skills and strength, and assist them in their battles with the enemy, the dastardly Zombos.

A key element to Zubo is music, which is intrinsic to Zubalon from its tuneful plant life through to its currency of musical notes. The player will use the music to drive the battles forward, synchronizing their stylus action and tapping in time with the musical beats to win!

With 55 Zubos available to find and recruit to a player's squad, plus a wealth of interactions and mini-games, and the world of Zubalon to explore, Zubo offers a deeply rewarding Nintendo DS experience.

Zubo is developed by EA Bright Light studio in Guildford, UK and it will be available on the Nintendo DS this autumn.

#### 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](http://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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