



EA Announces Jeff Gordon as NASCAR 09 Cover Athlete

Four-Time NASCAR Sprint Cup Series Champion Jeff Gordon Featured on Cover of EA SPORTS NASCAR 09

REDWOOD CITY, Calif.--(BUSINESS WIRE)--March 12, 2008--Start your engines! Electronic Arts Inc., (NASDAQ:ERTS) today announced Jeff Gordon, legendary NASCAR® driver of car #24, will be featured as the cover athlete for EA SPORTS™ NASCAR 09. NASCAR 09 is scheduled to ship in North America on June 10 and will offer an authentic, exhilarating stock car driving experience for racing fans of all ages.

One of NASCAR's most celebrated and successful drivers for more than a decade, Gordon is ranked 6th all time in Cup Series wins with 81 and is a four time Sprint Cup Series champion. Gordon is a member and partial owner of Hendrick Motorsports.

"It's exciting being on the cover of NASCAR 09," says Gordon. "The game is as real as it gets and it's been great being involved with it on this level. I look forward to helping gamers in NASCAR 09."

Gordon's prestigious reputation aligns with the new NASCAR 09 career mode, "Sprint for the Cup." Gordon will bring the game to you as a guide and a mentor to help you build your reputation to become the next NASCAR Sprint Cup Series champion. With a completely rebuilt handling model, the game will be more accessible to newcomers while continuing to offer options that will challenge even the most experienced virtual driver. NASCAR 09 is an authentic NASCAR experience that will appeal to every type of NASCAR enthusiast.

Developed in Orlando, Florida by EA Tiburon, NASCAR 09 will be available for the PLAYSTATION®3 and PLAYSTATION 2 computer entertainment systems and the Xbox 360™ video game and entertainment system.

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®, NBA LIVE, 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>.

EA, EA SPORTS, EA SPORTS BIG and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. John Madden, NFL, NBA, FIFA, NHL, NCAA, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission. "PlayStation" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), celebrating 60 years in 2008, is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in more than 30 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR

Craftsman Truck Series), four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

CONTACT: Electronic Arts Inc.

Julie Michel, 407-386-5184

PR Coordinator

jmichel@ea.com

or

Tyrone Miller, 407-386-4905

Sr. PR Manager

tmiller@ea.com

SOURCE: Electronic Arts Inc.