



EA Unveils New 'EA SPORTS Freestyle' Sub-Brand

EA SPORTS Freestyle to Represent the Lighter Side of Sports: No Rules, Just Fun.

REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 6, 2008--Electronic Arts Inc. (Nasdaq:ERTS) today launched EA SPORTS Freestyle™, a new sub-brand aimed at a growing, more casual sports gaming audience. EA SPORTS Freestyle games, while based in sports, will be playful, inclusive, casual, and easy to pick up and play for kids and parents, women and men, and casual and hardcore sports fans of all ages.

"The launch of EA SPORTS Freestyle is an exciting milestone in the evolution of the EA SPORTS brand," said Peter Moore, president, EA SPORTS. "EA SPORTS Freestyle will be a perfect complement to our core portfolio of games that our loyal fans are deeply passionate about, and will provide compelling opportunities for new audiences looking for a lighter gaming experience and an easier entry point into EA SPORTS."

EA SPORTS Freestyle will be the home for innovative new intellectual properties from the EA SPORTS label, including three new games in development and slated for release in the next 12 months. The first title to launch under the new sub-brand will be FaceBreaker™, an arcade-style boxing title set for release in September 2008 and the first new console IP from EA SPORTS since 2002.

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.

Media can find the new EA SPORTS Freestyle logo and the latest screenshots from FaceBreaker™ at info.ea.com.

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 Freestyle™ 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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