



EA and Steven Spielberg Launch BOOM BLOX

Explosive Fun With High-Energy, Action-Packed Entertainment On Wii

LOS ANGELES--(BUSINESS WIRE)--May 6, 2008--Throw, grab, and blast your way through the must-have Wii™ game for Summer 2008! The EA Casual Entertainment Label (NASDAQ:ERTS) today announced that BOOM BLOX™, the first game released in collaboration between EA and director and producer Steven Spielberg, has shipped in North America and will be available May 8 in Europe, May 13 across Asia, and May 22 in Japan for Wii. Perfect for kids 8-12 years old and fun for the entire family, BOOM BLOX offers action-packed destruction that takes Wii play to a new level of enjoyment and creativity. BOOM BLOX is also available across major carriers for the mobile phone.

"BOOM BLOX was designed to be interactive, pure escapism, and fun for kids of all ages," said Steven Spielberg. "My hope is that it will be a great shared family experience."

In this high-energy game, players make their way through almost four hundred levels of strategic destruction! Kids and families will destroy their way through brain-twisting challenges with single player, co-op, and versus multiplayer options with no clean up required.

Joined by a cast of more than thirty wacky characters with distinct personalities and behaviors, players will be entertained by Marion "Fluffy" McCluck, the bomb blox-laying chicken and Boots Beaverton, who likes to make the bomb blox explode. These fun characters bring personality to the Tiki, Medieval, Frontier, and Haunted themed worlds.

Equipped with an easy-to-use in-game editor, BOOM BLOX allows kids to express their creativity by building and bringing to life their very own levels in Create Mode. Players can even remix any existing levels in the game in this unique mode using any props, blocks, or characters that have been unlocked throughout the game. Plus, their designs can then be shared with friends or used to challenge others to solve their newly created puzzle via WiiConnect24™.

"As we developed BOOM BLOX, we realized that the possibilities with the puzzles were endless," explains Louis Castle, Executive Producer. "We wanted to extend that element of wonder and discovery to players and even give them the chance to share those puzzles with their friends. We feel we've reached a new level of creative and immersive game play with the uniqueness of the Wii system and are looking forward to seeing what kids create."

Developed at EA Los Angeles under the EA Casual Entertainment Label, BOOM BLOX is rated 'E' for Everyone by the ESRB, 3+ by PEGI, and 6+ by the USK, and has a US MSRP of \$49.99. For more information or to download artwork, visit <http://www.BOOMBLOX.ea.com>.

BOOM BLOX is also available for mobile phones where players will slide on ice blocks, blast blocks with bombs, and bounce off springs to solve brain-twisting puzzles and level the playing field. Enjoying non-stop fun on their phones, players will advance up to forty levels to reach a target score. Once the in-game puzzles are mastered, the game will then expand to a vast, new arena. Custom creations can then be posted online directly from a mobile phone. Players can challenge a global community with their dynamic puzzles, and rate other players' works. For information regarding mobile phone carrier availability, visit <http://www.eamobile.com>.

About EA and Steven Spielberg Collaboration

In 2005, EA and Steven Spielberg entered a multi-year collaboration that would generate three new original franchise properties. EA owns the intellectual properties and the franchises will be developed, published, and distributed worldwide by EA. Spielberg has been working directly with the EA development teams at the EALA studio in Playa Vista to offer his signature style of storytelling to the concept, design, and artistic vision of the unique games.

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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