



EA Delivers a VIP Pass to Stardom With Boogie SuperStar for Wii

New Sing and Dance Game Lets Girls Perform Today's Hottest Music to Become a Star

LOS ANGELES, Jun 26, 2008 (BUSINESS WIRE) -- For any girl who has ever dreamed of being a star, the Casual Entertainment Label of Electronic Arts Inc. (NASDAQ:ERTS) brings future stars one step closer today with the announcement of Boogie(TM) SuperStar. Combining the hottest music hits from around the world with the coolest dance moves and total character customization, Boogie SuperStar provides girls the ultimate gaming experience: to sing and dance their way to superstardom! Exclusively for the Wii(TM), Boogie SuperStar will be available in North America and Europe October 2008, and in Asia in the following months.

Boogie SuperStar features more than 40 songs made famous by popular artists such as Rihanna, Fergie, Katy Perry, Maroon 5, Leona Lewis, Alicia Keys, Good Charlotte, Britney Spears, Kanye West, and more. Another 30 songs will be available on International versions of the game, allowing players to perform songs from local artists including Melissa M (France), Monroe (Germany), Finley (Italy) and Fito y Fitipaldis (Spain). The star power behind Boogie SuperStar doesn't stop there. EA will soon reveal the game's featured artist -- a chart-topping, global music sensation who will help promote Boogie SuperStar.

"Boogie SuperStar promotes self-expression, creativity and empowerment for girls worldwide," said Robert Nashak, VP of Casual Studios, EA Casual Entertainment. "We have created a game where girls don't just observe someone else's rise to fame, they experience it themselves, singing and dancing their way through a world most girls only dream about."

In Boogie SuperStar, players don't just play along, they are the star of the game. Girls will have a blast belting their favorite tunes into the microphone, and performing real dance moves that are captured on screen using the Wii's motion-sensing technology. The journey to stardom doesn't have to be a solo! With two- and four-player modes, girls can play with their friends, sing and dance with their friends or against them in fun competitions that show-off their singing and dancing talent!

Players begin the game by customizing their character, choosing from millions of possible combinations to create a performer that is as unique as they are. They are then "discovered" and whisked away to an island where they learn what it takes to be a star. While on the island, players build their singing and dancing skills, performing in posh environments fit for a rising star, including a studio, a poolside stage, a breath-taking terrace, and a yacht. Once performance skills are perfected, girls are ready to perform for a panel of judges in the ultimate competition, the Boogie Star Show! Only the best and the brightest will be able to outshine the competition to become a Boogie SuperStar!

Developed at EA Montreal under the EA Casual Entertainment Label, Boogie SuperStar has an MSRP of \$59.99 and comes with a microphone included. Boogie SuperStar has not yet been rated by the ESRB and PEGI. For more information, visit <http://www.boogiesuperstar.ea.com>. For assets, visit <http://www.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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 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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SOURCE: Electronic Arts Inc.

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