



EA Announces Game Lineup for Launch of App Store

First Native EA Games for the iPhone and iPod touch: SCRABBLE, Sudoku and Tetris Offering New Playability

LOS ANGELES, Jul 10, 2008 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc (NASDAQ:ERTS), today announced its lineup of launch titles for the Apple App Store. Players will now be able to enjoy three popular EA games, SCRABBLE (US and Canada only), EA(TM) Sudoku and Tetris(R), on their iPhone and iPod touch. As previously announced, a native version of Spore(TM) will be available to iPhone users in September when the game launches across all platforms.

The unique capabilities of the iPhone and iPod touch offer a new mobile gaming experience through the use of their touch screens, multiple sensors, and high definition graphics. For the first time, the device itself actually becomes an essential part of the game, enhancing game playability like never before.

"EA Mobile is thrilled to be developing games for mobile products as truly revolutionary as the iPhone and iPod touch," said Travis Boatman, Vice President of Worldwide Studios, EA Mobile. "The innovative capabilities of these devices create a unique gaming experience that is very exciting and different from other platforms."

All EA Mobile games for the iPhone and iPod touch will be available from Apple's App Store on iPhone and iPod touch or at www.itunes.com/appstore/ on July 11.

SCRABBLE

SCRABBLE spells major F-U-N on your iPhone! SCRABBLE turns the touch screen into a game controller with simple intuitive controls that simulate real-life game pieces. Players can zoom in and out, drag, and drop tiles, even give their iPhone a shake to shuffle tiles. With a realistic look and feel that evokes the original board game, this exciting update includes a built-in word list, a "Best Word" Help feature to find the optimal word from the player's tiles, score and stat tracking, as well as dynamic animations. Players can customize their game play with multiple difficulty levels, flexible game rules, and the option to play alone, challenge the computer player, or enjoy pass 'n play for two to four players.

Sudoku

The iPhone and iPod touch become part of the game as players tap and shake their way through 10,000 Sudoku grids with five difficulty levels. Players use the easy, straightforward touch controls to tap Regular Grid mode, or enter their favorite magazine or Internet puzzle in Newspaper mode. Tap Pen or Pencil to access the annotated keyboard and enter their selection or record options. Take advantage of helpful features including Error Checking, Hint and Candidate Numbers Auto-Fill. An in-game timer keeps the pressure on, while Stats Tracking records the number of grids solved and total time played. The high resolution, smooth animation of the iPhone delivers spectacular Japanese-themed animations. With Sudoku on the iPhone and iPod touch, the solution is at players' fingertips.

Tetris

Tetris on the iPhone and iPod touch brings a new player experience to the ever-popular puzzle game. The touch screen allows players to pinch, drag, tap, and shake to clear rows and rack up points in a whole new way. With 15 different levels, this version of Tetris challenges every level of player - from the most novice to the experienced pro. High end music and sound effects combine with cool design and custom animated backgrounds to further heighten game play. Tetris for the iPhone and iPod touch features two different play modes - Marathon Mode and the all new Magic Mode, a unique touch screen implementation designed for Tetris on the iPhone.

About EA Mobile

EA Mobile(TM), a division of EA's Casual Entertainment Label, is the world's leading wireless entertainment publisher with award-winning games such as Tetris(R), Bejeweled(R), The Sims(TM), and Need For Speed(TM). The EA Mobile portfolio also

includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.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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