



Reach for the Stars With EA's Celebrity Sports Showdown

Ultimate Party Game From EA SPORTS Freestyle Featuring 12 Outdoor Sports Activities and 10 Celebrities

REDWOOD CITY, Calif., Aug 13, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Celebrity Sports Showdown, an all-new intellectual property, is currently in development at EA Canada and will be the first Wii title to launch under the new EA SPORTS Freestyle brand. From the makers of EA Playground, Celebrity Sports Showdown features 12 outdoor sports games and is the ultimate party game to play with people of all ages. Play as your favorite celebrity such as Fergie and Avril Lavigne, and athletes like Paul Pierce and Mia Hamm to determine who will be the ultimate celebrity athlete. Get off the couch and get into the action with fun and easy-to-play controls designed specifically for the Wii.

"We feel that this game is the EA SPORTS Freestyle answer to a great Wii party game. It explores the lighter side of sports and pulls inspiration from the entertainment spectacles that are so prevalent in pop culture today," said Dave McCarthy, Executive Producer. "Celebrity Sports Showdown will bring people to the party with a collection of games and celebrities that appeal to everyone."

Hit the great outdoors as you paddle through rapids in Wild Water Canoeing and hold on tight as you fly behind a speed boat for some wild Inner-Tubing! Get out of the water and onto the court as you hit away in Beach Volleyball and Smash Badminton, or take aim at your opponents in Arena Dodgeball. Cool down while you hit the slopes in Slalom Showdown or sweep past your opponents in Curling. Get a bird's eye view scaling a wall in Cliff Hangers or flying through the sky in Air Racers. Perfect your aim and nail the targets in Rapid Fire Archery, then gauge your strength in the gladiator-style Joust Duel, and hold on to the reins of a champion thoroughbred all the way to the finish line in Hurdle Derby. With such a variety of sports to choose from, Celebrity Sports Showdown is the ultimate party game experience.

Celebrities featured listed below:

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|------------------|----------------------|
| -- Fergie | -- Paul Pierce |
| -- Avril Lavigne | -- Mia Hamm |
| -- LeAnn Rimes | -- Kristi Yamaguchi |
| -- Keith Urban | -- Reggie Bush |
| -- Nelly Furtado | -- Sugar Ray Leonard |

Games featured listed below:

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|------------------------|-----------------------|
| -- Beach Volleyball | -- Smash Badminton |
| -- Inner-Tubing | -- Rapid Fire Archery |
| -- Wild Water Canoeing | -- Joust Duel |
| -- Hurdle Derby | -- Curling |
| -- Slalom Showdown | -- Arena Dodgeball |
| -- Cliff Hangers | -- Air Racers |

Celebrity Sports Showdown will be available for the Wii(TM) with an MSRP of \$39.99, and ships to retailers this holiday season. The game has not yet been rated by the ESRB or PEGI; visit www.esrb.org for updated rating information. Media can find screenshots of the game at <http://info.ea.com>. For more information, please visit www.easports.com/celebrity.

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL Football, FIFA Soccer, NHL(R) hockey, NBA LIVE basketball, NCAA(R) Football, Tiger Woods PGA TOUR(R) and NASCAR(R) 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(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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