



EA's Spore Origins Oozes onto the iPhone

EA Mobile Announces More iPhone Games in Development: MONOPOLY, Tiger Woods PGA TOUR 09 and Need for Speed Undercover

LOS ANGELES, Sep 05, 2008 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced that Spore(TM) Origins, an original game for the iPhone(TM) and iPod(R) touch will be available this month. The game takes full advantage of the devices' built-in accelerometer as players tilt, turn and twist their way through a world made of primordial ooze. In conjunction with the launch of Spore Origins, EA Mobile also announces a list of nine games in development for both the iPhone and iPod touch platforms.

Eat-or-be-eaten in Spore Origins! Designed specifically for the iPhone and iPod touch, Spore Origins uses the platforms' motion-sensing technology to let gamers navigate a primordial tidepool on a quest to evolve. Feast on the weak and flee from the strong through two exciting modes and 35 challenging levels. Pinch, pull, and poke your creation in the Creature Editor, customizing the texture, shape and body parts to improve your offense, defense, perception and movement as you evolve over millions of years.

"We're really excited to bring Spore Origins to the iPhone and iPod touch," said Travis Boatman, Vice President Worldwide Studios at EA Mobile. "By leveraging the unique capabilities of these devices, players can customize their own creatures and shape their destiny in an exciting evolutionary journey."

EA Mobile today also announced nine titles in development for the iPhone and iPod touch, pending regional availability. This list includes YAHTZEE Adventures, EA Mini Golf, Lemonade Tycoon(TM), Mahjong, MONOPOLY: Here & Now The World Edition, SimCity, Tiger Woods PGA TOUR 09, Need for Speed(TM) Undercover, and The Sims(TM) 3.

Spore Origins will be available globally from the Apple App Store on iPhone and iPod touch, or by simply visiting www.eamobile.com from an iPhone. Additional versions of Spore Origins are also available for the iPod, as well as other mobile devices. All iPod games are available for the third-generation iPod nano, iPod classic and fifth-generation iPod and can be sent as a gift using the iTunes gifting feature (www.itunes.com).

For more information on Spore Origins, carrier availability and pricing, please go online to www.eamobile.com/spore. Spore is also available for the PC, Mac(R) and Nintendo(TM) DS in participating retail stores worldwide, or by visiting the EA Store at <http://eastore.ea.com>.

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, and Need For Speed. 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 and iPod. 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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