



Spore Begins With a Big Bang!

One Million Games Sold and 25 Million Creations Uploaded

EMERYVILLE, Calif., Sep 24, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that Spore(TM) has sold through more than one million copies at retail worldwide on the PC, Mac(R) and Nintendo DS(TM), since shipping worldwide on September 7th. Spore, developed by EA's Maxis(TM) Studio, is also available on mobile phones including the iPhone(TM). To date, gamers have used the creativity tools in Spore to populate the universe with more than 25 million creatures, vehicles and buildings available to view in the Sporepedia(TM) at www.spore.com/sporepedia.

Spore has been well received by game critics -- with a Metacritic index of: 85.

"Spore is a hit," said Frank Gibeau, president of the EA Games Label. "Will Wright's latest delivers an incredibly diverse game that appeals to casual gamers and the core alike. We're off to a great start moving into the holiday season and believe Spore will deliver a platform of creativity for gamers of all stripes for years to come."

"We're humbled by how quickly the community has taken to the creativity tools in Spore," said Lucy Bradshaw, vice president of Maxis and Spore's executive producer. "It's amazing to see the sheer imagination represented in the hundreds of thousands of creatures, vehicles and buildings that have been uploaded around the clock since launch."

Spore -- rated E10+ -- gives players their own personal universe in a box. Create and evolve life, establish tribes, build civilizations, sculpt entire worlds and explore a universe filled with creations made by other gamers. Spore gives players a wealth of creative tools to customize nearly every aspect of their universe: creatures, vehicles, buildings, and even spaceships.

To download a free trial of the Spore(TM) Creature Creator, please visit www.spore.com. For screen shots or more information about Spore, please visit our press web site at <http://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 SPORTSTM, EATM, EA SPORTS FreestyleTM and POGOTM. 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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