



EA Announces Fall Season Roster of New Mobile Sports Titles: Madden NFL, NCAA Football and EA SPORTS NASCAR

Players are Bound for the Super Bowl, a BCS Bowl Game or the Sprint Cup Series With the Latest EA SPORTS Mobile Games

LOS ANGELES, Sep 25, 2008 (BUSINESS WIRE) -- The EA Mobile(TM) division of Electronic Arts Inc (NASDAQ:ERTS) today announced the availability of three EA SPORTS(TM) titles for mobile phones -- Madden NFL 09, NCAA Football 09 and EA SPORTS(TM) NASCAR 09. This fall's lineup includes new versions of popular EA SPORTS games that are sure to amp up sports fans' competitive spirit.

"EA's sports titles are some of our most popular games across all platforms, including mobile," said Adam Sussman, VP Publishing for EA Mobile. "Players will notice the great detail we've put into the games to make them as authentic as possible, including the use of motion capture technology for realistic movements and up-to-the-minute commentary by well-known sportscasters."

Madden NFL 09

EA Mobile announces the newest game in the popular Madden NFL franchise, Madden NFL 09 with former New York Giant Michael Strahan as the mobile cover athlete. With full rosters for all 32 NFL teams, players line up their favorite NFL athletes and use the Front Office to trade and substitute as the game progresses. Madden NFL players choose from a pool of over 100 plays in the Madden playbook to outsmart the competition and win the game. New to Madden NFL 09 is the innovative Instant Impact Play function that gives players unprecedented pause n' play control. Now players can take advantage of more big play opportunities using one button touch command. Also, a Field Vision Passing function puts players in the pocket to read the defense and fire a game winner. Two different modes -- Play Now or Season -- and the option to kick off a seven or sixteen game season, or just a single game, provides tailored gameplay for every mood and desire. All the action is called by legendary sportscasters John Madden and Al Michaels. Whether it's bull rushing to sack the quarterback, or spinning, hurdling and stiff arming to make the touchdown, gamers experience the real thrill of NFL football competition with Madden NFL 09.

NCAA Football 09

Players experience NCAA football with EA Mobile's college football game on mobile phones. Play as one of the 32 top NCAA teams in either a seven or 12 game season to win a bid to one of the five BCS Bowls. NCAA Football 09 matches the biggest college rivalries, including Michigan vs. Ohio State, UCLA vs. USC, Alabama vs. Auburn, and more. With real NCAA rules, team-specific offensive and defensive playbooks, fight songs from all 32 teams and colorful commentary from sportscasters Brad Nessler, Kirk Herbstreit and Lee Corso, NCAA Football 09 provides a genuine gaming experience for BCS football fans across the country.

EA SPORTS NASCAR 09

EA SPORTS NASCAR 09 lets gamers experience the race track as one of 19 top NASCAR drivers, including Dale Earnhardt Jr. and Jeff Gordon. Racing against real NASCAR opponents on up to 12 authentic tracks across the country, players draft, block and accelerate their way to the checkered flag. Players can choose to race in their favorite NASCAR event or compete in the entire 26-event NASCAR season. And as the competition gets more intense, players show off pit strategy with repairs, tire changes and fuel ups. A high RPM earns players valuable points to qualify for the Chase and win the NASCAR Sprint Cup. Exciting 3D graphics, realistic effects and dynamic perspectives put mobile gamers in the driver's seat with EA SPORTS NASCAR 09.

Madden NFL 09, NCAA Football 09 and EA SPORTS NASCAR 09 are currently available for purchase in North America. For more information on carrier availability and pricing, please visit www.eamobile.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(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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