



Be the Star of the Party! Celebrity Sports Showdown in Stores Today

Become the Ultimate Celebrity Athlete in the Must-Have Party Game for the Holidays From EA SPORTS Freestyle

REDWOOD CITY, Calif., Oct 23, 2008 (BUSINESS WIRE) -- Reach for the stars! Electronic Arts Inc. (NASDAQ:ERTS) announced that Celebrity Sports Showdown for the Wii(TM) is in stores worldwide today. Celebrity Sports Showdown is an all-new intellectual property from the new EA SPORTS Freestyle(TM) brand featuring 10 celebrities and allows up to 4 players to compete in 12 outdoor sports games. Play as your favorite celebrity such as Keith Urban, Fergie and Avril Lavigne, and athletes like Paul Pierce and Mia Hamm in the ultimate party game for the holidays. Get off the couch and get into the action with fun and easy-to-play controls designed specifically for the Wii.

Experience the fresh air of the outdoors and the thrill of competition as you battle it out in this no-holds barred entertainment spectacle. Get your feet wet and 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.

Featured Celebrities:

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

Featured Games:

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

Celebrity Sports Showdown is now available for the Wii(TM) with an MSRP of \$39.99. The game has been rated E for Everyone by the ESRB with a descriptor for Mild Cartoon Violence in North America and is rated 3+ by PEGI in Europe. 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>

EA, EA SPORTS, EA SPORTSFreestyle, and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. John Madden, NFL, FIFA, NHL, NBA, NCAA, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission. Wii is a trademark of Nintendo. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

For Electronic Arts
Jen Riley, 604-456-5081
PR Manager

jriley@ea.com

David Tinson
Director, Communications, 650-628-5189

dtinson@ea.com

Copyright Business Wire 2008

News Provided by COMTEX