



## Shred Concrete This Holiday With Skate It!

### EA's Award-Winning Videogame Brings the Thrill of Skateboarding to Gamers of All Ages Today

REDWOOD CITY, Calif., Nov 19, 2008 (BUSINESS WIRE) --

EA Montreal and Black Box, studios of Electronic Arts Inc. (NASDAQ:ERTS), announced that their award-winning *Skate It* videogame hits retailers in North America today and in Europe starting November 20<sup>th</sup> for the Wii(TM) and Nintendo DS(TM). Gamers can feel the rush of nailing the perfect skate line by using the Wii Remote, nunchuck and Nintendo DS stylus controls. Or they can get in touch with the skateboard even more by planting their feet on the Wii Balance Board and using it to skate, manual and throw down dozens of other authentic moves.

"We wanted to reinvigorate the action sports genre for the Nintendo audience," said Scott Blackwood, Executive Producer, Black Box. "*Skate It* is not only true to the soul of the *Skate* franchise, but also leverages everything unique about the Wii and Nintendo DS, making it one of the best and most intuitive skateboarding games for the Nintendo platforms."

In *Skate It*, gamers return to a destroyed San Vanelona, where they'll skate their favourite skate spots, customize areas to make them their own, and earn the opportunity to travel the world, all on their path to becoming *Thrasher Magazine's* Skater of the Year. The game also boasts a variety of high-action multiplayer challenges that will have players competing for ultimate bragging rights.

Black Box will also be partnering with Rob Dyrdek to bring his new toy line, *Wild Grinders(TM)* that is debuting in January 2009 to the Nintendo DS version. Characters from the toy line will be unlockable in the Nintendo DS version of the game. Players can find the passcode on the boxed product for each character, and can learn more about Rob's toy line and merchandise on the Wild Grinders website, [www.wildgrinders.com](http://www.wildgrinders.com).

*Skate It* recently received the "Best Wii Game" award at the Games Convention tradeshow in Leipzig, Germany. *Skate It* was also nominated for Best Sports game for the "Game Critics Awards: Best of E3 2008". *Skate It* is developed by EA Montreal in Montreal, Quebec and Black Box in Vancouver, British Columbia and is rated "E" for Everyone by the ESRB and 7+ by PEGI for Wii and 3+ by PEGI for Nintendo DS.

#### 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™, EA™, EA SPORTS Freestyle™ and POGO™. 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](http://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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