



EA Signed on to License NVIDIA PhysX Technology

NVIDIA PhysX Technology Made Available as a Development Platform for EA's Global Studios

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NVIDIA(R) Corporation today announced that Electronic Arts Inc. (Nasdaq: ERTS) has licensed NVIDIA PhysX technology as a development platform which will be available for EA's studios worldwide. NVIDIA PhysX technology is the world's most pervasive development platform for physics acceleration in interactive entertainment.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20081208/AQM058>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20020613/NVDALOGO>)

"PhysX is a great physics solution for the most popular platforms, and we're happy to make it available for EA's development teams worldwide," said Tim Wilson, Chief Technology Officer of EA's Redwood Shores Studio. "Gameplay remains our number one goal, with character, vehicle and environmental interactivity a critical part of the gameplay experience for our titles, and we look forward to partnering with NVIDIA to reach this goal."

With GeForce GPU-accelerated physics, the world literally comes to life: walls can be torn down, trees bend in the wind, and water flows with body and force. The massively parallel architecture in GeForce GPUs can handle 10 to 20 times more visual complexity than what's possible today on traditional platforms, and can leverage the best of both GPU and CPU architectures to deliver the ultimate experience to the user. More importantly, PhysX supports hardware scaling with the GeForce GPUs to deliver much faster performance and richer environments on multi-GPU gaming platforms.

The NVIDIA PhysX development solution consists of a robust physics engine, API, and middleware designed to give developers and animators unprecedented creative control over the look of their final in-game interactivity by allowing them to author and preview physics in real time. PhysX technology works across all major gaming platforms, including Nintendo Wii, Playstation 3, Xbox 360, and the PC, and can be accelerated by both the CPU and any CUDA general purpose parallel computing processor, including NVIDIA GeForce GPUs.

"PhysX offers tremendous benefits to developers and gamers and we are thrilled Electronic Arts has chosen PhysX to bring new levels of realism in their games," said Ujesh Desai, vice president of GeForce desktop business at NVIDIA.

For more information on NVIDIA PhysX technology, please visit: <http://www.nzone.com/physx>.

About NVIDIA

NVIDIA (Nasdaq: NVDA) is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce(R) products, the professional design and visualization market with its Quadro(R) products, and the high-performance computing market with its Tesla(TM) products. NVIDIA is headquartered in Santa Clara, Calif. and has offices throughout Asia, Europe, and the Americas.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact, and capabilities of NVIDIA GeForce GPUs, NVIDIA PhysX technology, and CUDA; the impact of physics on video games; the availability of NVIDIA PhysX technology for EA's studios worldwide; and the partnership between NVIDIA and EA; are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: development of more efficient or faster technology; adoption of the CPU for parallel processing; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different

standards or our competitor's products; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission including its Form 10-Q for the fiscal period ended October 26, 2008. Copies of reports filed with the SEC are posted on our website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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