



EA Releases SimCity for the iPhone

Tap, Touch and Pinch Perfect Cities into Place with SimCity for the iPhone and iPod touch from EA Mobile

LOS ANGELES, Dec 18, 2008 (BUSINESS WIRE) --

EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of *SimCity(TM)* for the iPhone(TM) and iPod(R) touch. *SimCity* provides an addictive environment for players to construct, manage and even destroy their own dream city, all in the palm of their hand.

"*SimCity* for the iPhone and iPod touch takes mobile games to a whole new level," said Adam Sussman, VP Publishing Americas and Asia for EA Mobile. "Easy to learn, a lifetime to master, it's one of the largest mobile games ever produced, providing our customers with hundreds of hours of great gameplay."

Build an entire metropolis on your iPhone, from budgets to bulldozers, taxes to tornadoes, everything is in your control and the sky's the limit. With *SimCity*, you can make your city look stunning by incorporating contemporary landmarks like the Golden Gate Bridge and the Washington Monument. Strike the perfect balance between industrial and residential zones to keep your city thriving, manage utilities like water and garbage, and even control traffic to keep your citizens happy. Ready for a change? Just tap the screen to call in a disaster and watch UFO's rain destruction upon your city's foundation!

SimCity is available globally from the Apple App Store on iPhone and iPod touch, or by simply visiting www.eamobile.com from an iPhone.

About EA Mobile

EA Mobile(TM) 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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SOURCE: Electronic Arts Inc.

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