



Skate 2 Ships to Retailers

EA Continues to Raise the Bar with the Latest Addition to Its Genre-Defining Franchise

REDWOOD CITY, Calif., Jan 21, 2009 (BUSINESS WIRE) -- Black Box, an Electronic Arts Inc. studio (NASDAQ:ERTS) announced today that the highly-anticipated *Skate 2* has shipped to retailers worldwide. *Skate 2* ups the ante in delivering all the grit, creativity and culture of skateboarding with all-new tricks that allow players to truly skate it their way - on and off the board.

"*Skate 2* is the perfect next chapter for the *Skate* franchise," said Executive Producer, Scott Blackwood. "We expanded and deepened our original ideas and incorporated feedback straight from our passionate fans. With all new features, more challenges and a rich world, the game continues to celebrate skateboarding, while still innovating the genre in an unparalleled way."

Skate 2 delivers the white-knuckle, camera shuddering speeds that players crave with breakneck death races. The new Thrasher Hall of Meat mode is the answer for gamers who find spine-tingling enjoyment in bone-crushing wipeouts and bails. For players simply looking for skateboarding action, *Skate 2* lets them show-off their style like a pro. Equipped with double the bag of tricks and the ability get off the board to move objects around, players can now create their own epic skate spots which can then be shared and experienced by others around the world.

Skate 2 is developed by Black Box, in Vancouver, British Columbia and will be available on the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system. The game is rated "T" for Teen by the ESRB and 16+ by PEGI.

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. 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 SPORTS Freestyle and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. PLAYSTATION is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox and Xbox 360 are either trademarks or registered trademarks of Microsoft Corporation and used under license. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts
Shirley Chu, 604-456-3994
schu2@ea.com
Peter Nguyen, 650-628-3607
pnguyen@ea.com
Tammy Schachter, 650-628-7223
tschachter@ea.com