



The Beat Goes on With *Zubo*, an Original Rhythm-Based Battling Adventure Game From EA

Wacky Nintendo DS Game for Kids Hits Store Shelves in North America This Week

LOS ANGELES, Mar 11, 2009 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) today announced *Zubo*(TM), an original rhythm-based video game property developed exclusively for the Nintendo DS(TM) handheld system, will hit store shelves in North America this week. Aimed at kids ages seven and up, *Zubo* is a quirky, rhythm-based battling adventure game packed with more than 50 crazy characters, more than 100 different battle moves, and ten lands to explore - all within the fantastic world of Zubalon.

"We're very excited to unleash our colorful creations, the *Zubo* characters, this Spring," said Rob O'Farrell, Executive Producer. "The game's quirky characters, magical worlds and rhythm-based battling game play make *Zubo* incredibly engaging and fun for both girls and boys. It's an immersive, laugh-out-loud, explore and battle adventure on the Nintendo DS."

Zubo is set in Zubalon, a land comprised of a series of ten themed, 3-D worlds, such as Wild West, Pop and Horror, each home to five unique *Zubo* characters. But Zubalon is under attack by a villain named Big Head and his army of Zombos. To stand up against and defeat Big Head and his crew, players must explore Zubalon and recruit the help of 55 wacky characters ranging from Drakool, a vampire, to Pinky, a pop star, to Roswell, a cow-loving alien. Players befriend the *Zubo* characters they meet along the way, feed them and restore their health, track down missing items, and bring them into comical, over-the-top battles against the evil Zombos.

To defeat the Zombos during battle, players must use the innovative rhythm-action mechanic where they choose from more than 100 hysterical animated battle moves, played against the game's distinctive musical themes. Strategy is critical, as players must choose the right *Zubo* characters to bring into battle, and then perform the best moves to take down the enemy Zombos. Music also plays a key role as players must drive the battle forward by synchronizing their stylus action and tapping in time with the musical beats to win!

With rhythm-based battling action, a vast world to explore, numerous characters to befriend and assist, plus a wealth of discovery-filled interactions, *Zubo* is packed with fun. Blow into the mic to clear cobwebs, shout out loud to wake a sleeping *Zubo* character, use the stylus to pop balloons, and much more. Multiplayer capability also allows friends to compete against each other to see who has the best team of *Zubo* characters in battle, and to unlock a secret team of *Zubo* characters.

Created by EA's Bright Light Studio in Guildford, UK, *Zubo* has a MSRP of \$29.99 and is rated "E10+" by the ESRB. For more information on *Zubo*, visit <http://www.zubo.ea.com>. Media assets can be found at <http://info.ea.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™, 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>.

Electronic Arts, EA, EA SPORTS, EA SPORTS Freestyle, POGO and *Zubo* are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Nintendo DS is a trademark of Nintendo. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5914744&lang=en>

SOURCE: Electronic Arts Inc.

EA Play Label
Katie Carrico, 310-754-7190
Senior Publicist
kcarrico@ea.com
Trudy Muller, 650-628-2926
Senior PR Director
tmuller@ea.com

Copyright Business Wire 2009