



Will Wright and EA Partner on Stupid Fun Club

Legendary Game Designer to Explore New Projects

REDWOOD CITY, Calif., Apr 08, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA is making an equity investment in Stupid Fun Club, Will Wright's new adventure. Stupid Fun Club is an entertainment think tank developing new Intellectual Properties to be deployed across multiple fronts including video games, movies, television, the internet, and toys. Will Wright is leaving EA to run Stupid Fun Club.

EA and Will each own equal percentages of Stupid Fun Club and are the principal shareholders. In addition, EA has the right to develop game concepts that spring from Stupid Fun Club projects. Will Wright is represented by Creative Artists Agency.

"The entertainment industry is moving rapidly into an era of revolutionary change," said Will Wright. "Stupid Fun Club will explore new possibilities that are emerging from this sublime chaos and create new forms of entertainment on a variety of platforms. In my twelve years at EA, I've had the pleasure to work alongside some of the brightest and most talented game developers in the industry and I look forward to working with them again in the near future."

"We believe in Will's vision for Stupid Fun Club and we're looking forward to partnering with Will and his team long into the future," said John Riccitiello, EA's Chief Executive Officer. "Will is a great designer and he's been part of a great legacy of globally recognized game franchises like *The Sims*, *SimCity* and *Spore*. The teams that have been leading those franchises in recent years have a lot of exciting content coming."

"Will has been an inspiration to our teams, and it's been rewarding for us to bring his ideas to life," said Lucy Bradshaw, VP and General Manager at Maxis. "In addition to legendary games, Will's legacy at EA will be the many talented people who worked with him and will now continue to contribute their own vision to the art of game development."

Will Wright created Maxis with Jeff Braun in 1989, which was acquired by EA in 1997. Will is the visionary designer of blockbuster game concepts like *Spore(TM)*, *The Sims(TM)* and *SimCity(TM)*. Lucy Bradshaw, VP and General Manager at Maxis(TM), will continue to run Maxis and the *Spore* franchise. Lucy's team is working on the upcoming expansion pack, *Spore Galactic Adventures*, as well as other game concepts including *Spore Hero*, *Spore Hero Arena* and *Spore Creature Keeper*. Rod Humble is head of the EA(TM) Play Label and his team will launch *The Sims 3* in June of this year.

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(TM), EA SPORTS(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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