



EA Throws a Party With BOOM BLOXBash Party for Wii

Highly-Anticipated Sequel From EA and Steven Spielberg Features Even More Blox-Busting Action for the Ultimate Social Wii Gaming Experience

LOS ANGELES, May 19, 2009 (BUSINESS WIRE) -- It's time to throw, bash, and party, as the EA Play Label of Electronic Arts Inc. (NASDAQ:ERTS) announces *BOOM BLOX(TM) Bash Party* for Wii(TM) has shipped to stores in North America today and will hit stores in Europe beginning May 28. EA and Steven Spielberg continue their collaboration to bring players this highly-anticipated sequel to last year's critically-acclaimed *BOOM BLOX(TM)* game for Wii, which earned more than a dozen awards and received recognition from parenting organizations, media outlets and the gaming industry. With more than 400 new levels, stunning new worlds, and twice as much multiplayer game play, *BOOM BLOX Bash Party* brings tons of action-packed fun for the whole family.

"The original *BOOM BLOX* really came from a need to bring families back into the same space playing games together," said Steven Spielberg. "We had so many more creative ideas that we wanted to put into the sequel, and *BOOM BLOX Bash Party* really takes the original concept to a whole new level of interactive family gaming."

BOOM BLOX Bash Party features nearly twice as many multiplayer challenges as the original *BOOM BLOX* making it the ultimate party game! Players will have a blast playing with or against friends in co-op, versus and new team-based challenges. Whether playing solo or with friends, *BOOM BLOX Bash Party* will have players off the couch, throwing, bashing and slinging blox like never before!

In addition to the more than 400 new levels in *BOOM BLOX Bash Party*, players can also easily download new levels created by EA and the *BOOM BLOX Bash Party* community at no additional charge with an Internet-connected Wii. EA will make 40 additional levels available at launch with many more to come. In addition, players can create their own levels using the game's enhanced Create Mode, and submit those levels to be posted and made available to the community. Over time, *BOOM BLOX Bash Party* owners will have access to many more downloadable levels in addition to those already included in the game.

"We are thrilled to be able to offer players a constant stream of new and exciting levels in *BOOM BLOX Bash Party*," said Amir Rahimi, Senior Producer. "The EA team has been working hard creating exciting new levels that will be made available over time, and we cannot wait to see the passion and creativity the *BOOM BLOX Bash Party* community members put into making their own shared levels."

EA takes the destruction to new heights with four stunning new themed worlds including Space, Pirate, Heroic and Show Time! Players will experience action puzzle game play in new physical environments like zero gravity and under water. Players will also encounter exciting new block types, like Virus, Conveyor and Push blox; new block shapes like cylinders and wedges, and engaging new tools, like the cannon and the slingshot. A new cast of characters, as well as favorites from the original *BOOM BLOX*, are now part of the puzzle-solving strategy. Players can now throw, grab or sling them, and watch them fly, knocking down blox and causing eye-popping explosions!

Developed by the EA Casual Studios, *BOOM BLOXBash Party* is rated E for Everyone by the ESRB and 3+ by PEGI. The game has a US MSRP of \$39.99. For more information, visit <http://boomblox.ea.com>. To download artwork, visit <http://info.ea.com>.

About EA and Steven Spielberg Partnership

In 2005, EA and Steven Spielberg entered a multi-year collaboration that would generate three new original franchise properties. EA owns the intellectual properties and the franchises will be developed, published, and distributed worldwide by EA. Spielberg has been working directly with the EA development teams at the EALA studio in Playa Vista to offer his signature style of storytelling to the concept, design, and artistic vision of the unique games.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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