



EA and Warner Bros. Interactive Entertainment Announce Harry Potter and the Half-Blood Prince Videogame Flies Onto Store Shelves This Week!

The Harry Potter and the Half-Blood Prince Videogame is THE Place for Fans to Live the Thrills, Action and Excitement of Harry Potter This Summer

GUILDFORD, England, Jun 30, 2009 (BUSINESS WIRE) -- The EA Play Label of Electronic Arts Inc (NASDAQ:ERTS) and Warner Bros. Interactive Entertainment today announced that the *Harry Potter and the Half-Blood Prince*(TM)videogame will be available in stores across the globe this week. Available on multiple platforms, the *Harry Potter and the Half-Blood Prince* videogame allows players to experience all the magic, adventure and fun of the Warner Bros. Pictures' film based on J.K. Rowling's sixth book in the *Harry Potter*(TM)series.

In the game of *Harry Potter and the Half-Blood Prince*, players return to Hogwarts(TM) - reproduced from movie blueprints in exacting detail - to help Harry survive a fraught sixth year. Players will be able to master gesture-based spell-casting as they explore the Hogwarts school grounds, from the heights of the Astronomy Tower to Professor Slughorn's Potions classroom in the depths of the dungeons and iconic locations in between such as the Gryffindor(TM) common room and the Great Hall.

For the first time players can move and cast spells simultaneously, creating intense and fast-paced wizard duels as the champions from each house line up to challenge the Boy Who Lived. Players can also chase down the Golden Snitch(TM)as they take to the air as the Seeker on the Gryffindor Quidditch(TM) team. In addition to spell-casting and flying, players can put their potion-mixing skills to the test when they learn how to mix and brew magical ingredients in Potions class. Players may even get sidetracked by Ron's romantic entanglements as they journey towards the dramatic climax and discover the identity of the Half-Blood Prince.

"We are very excited by the fact that fans will be able to use Nintendo's Wii Remote(TM) controller as their wands," said Harvey Elliott, VP and GM Casual Studios, EA Play Label. "Casting charms and jinxes - Stupefy, Wingardium Leviosa, Accio and Petrificus Totalis among others - has never been easier or more realistic. This is definitely the most authentic translation from the movies and fiction that we have ever produced; the fans are going to love it!"

Developed by EA Bright Light, the team behind the worldwide success of the *Harry Potter* library of videogames, *Harry Potter and the Half-Blood Prince* videogame shipped to retailers nationwide today for the Wii(TM), PLAYSTATION(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, Nintendo DS(TM), Windows PC, Mac, and mobile devices. The Wii, PLAYSTATION 3 system, Xbox 360, PlayStation 2, PC, and Mac versions are rated 'E10+' and the handheld versions are rated 'E' for Everyone by the ESRB.

More information about the *Harry Potter and the Half-Blood Prince* videogame is available at www.harrypotter.ea.com. Assets can be found at www.info.ea.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is 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 Mobile™ 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>.

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide

publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

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