



BOOOOOOM-SHAKA-LAKA! EA Announces Tim Kitzrow as the Voice of EA SPORTS NBA JAM

Fans to Create the Next Generation of NBA JAM One-Liners

REDWOOD CITY, Calif., May 14, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that EA SPORTS(TM) is giving its fans an opportunity to create their own one-liners for the upcoming *EA SPORTS NBA JAM* videogame*. Fans can submit and vote for their favorite lines to be read by the original voice of *NBA JAM*, Tim Kitzrow, who reprises his role as the legendary announcer.

Fans can submit their one-liners at <http://www.facebook.com/NBAJAM>, and 64 finalists, as chosen by the *EA SPORTS NBA JAM* team, will go head-to-head in a single elimination bracket with fan votes determining the winners. The four finalists will have a once-in-a-lifetime opportunity to have their one-liners included in the game and heard by millions of people around the world.

Contest Schedule:

May 13th - Contest Submissions Open at <http://www.facebook.com/NBAJAM>

May 19th - Contest Submissions Close

May 24th - 64 Finalists Announced

May 25th - Fan voting begins

June 23rd - Winners Announced

"*NBA JAM* is one of the most popular and culturally influential arcade basketball games ever made, and is widely known for its one-liners like *Boom-Shaka-Laka and He's on Fire*," says Kitzrow, the original voice of *NBA JAM*. "I am really excited to be a part of the remake and for fans to create the expressions that could become culturally iconic in the years to come."

EA SPORTS NBA JAM revives the classic franchise with vintage *NBA JAM* gameplay, and all-new features that deliver a fresh new take on the game. Featuring the sights and sounds that fans of the franchise will instantly recognize, *EA SPORTS NBA JAM* mixes the old school with the new, to deliver a one-of-a-kind sports presentation on the Wii(TM).

EA SPORTS NBA JAM is currently in development at EA Canada in Vancouver, BC and will be available Fall 2010 for the Nintendo Wii videogame system. The game has not yet been rated by the ESRB or PEGI.

For more information and breaking news on *EA SPORTS NBA JAM*, visit: <http://www.facebook.com/NBAJAM>

EA SPORTS(TM) is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR(R)* golf, while *EA SPORTS Active Personal Trainer* for the Wii is the most critically acclaimed product available for interactive fitness.

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please

visit www.easports.com to connect, share and compete.

***NO PURCHASE NECESSARY**

Void where prohibited.

Eligibility restrictions apply.

Contest starts May 13, 2010 and ends June 23, 2010.

Complete Contest rules can be found at: <http://www.facebook.com/NBAJAM>

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(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6291230&lang=en>

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