



EA to Present at the Pacific Crest Technology Leadership Forum on August 10

REDWOOD CITY, Calif., Aug 03, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today announced that Eric Brown, Executive Vice President and Chief Financial Officer, will present at the 12th Annual Pacific Crest Technology Leadership Forum on Tuesday, August 10, 2010 in Vail, CO. During the course of this event, Electronic Arts may disclose material developments affecting its business and/or financial performance. Listeners may access the presentation via a live audio webcast.

Tuesday, August 10, 2010

Presentation at 3:00 PM Mountain / 2:00 PM Pacific (Duration: 25 minutes)

<http://investor.ea.com>

Please note the presentation time is subject to change. Please contact the financial institution hosting the conference for additional details. An audio webcast archive of the event will be available for one year at <http://investor.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 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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Safe Harbor for Forward-Looking Statements

During the course of the presentation, Electronic Arts may make forward-looking statements regarding future events or the future financial performance of the company. Statements including words such as "anticipate", "believe", "estimate" or "expect" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to risks and uncertainties that could cause actual events or actual future results to differ materially from those set forth in the forward-looking statements. Please refer to Electronic Arts' latest Annual Report on Form 10-K for the fiscal year ended March 31, 2010 for a discussion of important factors that could cause actual events or actual results to differ materially from those discussed during the presentation. These forward-looking statements speak only as of the date of the presentation; Electronic Arts assumes no obligation to, and does not necessarily intend to, update these forward-looking statements.

SOURCE: Electronic Arts Inc.

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