



## Everyone's a Kid in EA Playground in Development at EA Canada

### All-New Intellectual Property Features Your Favorite Playground Games

REDWOOD CITY, Calif., Jun 18, 2007 (BUSINESS WIRE) -- Rain or shine, the fun doesn't stop! Electronic Arts (NASDAQ:ERTS) announced today that EA Playground™ - an all-new intellectual property in development at EA Canada - is now in development for the Wii™ and Nintendo DS™. Scheduled for release in the autumn, EA Playground captures the exuberance and nostalgia of your neighborhood playground, turning your gaming space into an arena of interactive fun with immersive activities designed for kids, and the kid inside all of us.

"Young, old, male or female -- EA Playground has something for everyone," said Executive producer Dave McCarthy. "EA Playground transports you to your fantasy playground, packed with interesting characters, over-the-top gameplay, and a ton of collectables. Kids can bring the excitement of the playground home, and parents or even grandparents can re-experience their childhood thrills."

EA Playground features games that are easy to pick-up-and-play by fully capitalizing on the unique control mechanics of both the Wii and the Nintendo DS. Swing the Wii remote to excel in tetherball, blow into the Nintendo DS mic to fire spitballs or battle your friends and family in dodgeball. Every game brings its own twist to the controls for the ultimate, all-ages, party game.

In EA Playground, you don't always have to be playing with your friends and family in order to have fun. Explore the world on your own as you enter different locations, unlocking new activities, making wacky in-game friends and collecting rewards and stickers to upgrade your abilities along the way.

EA Playground joins a portfolio of blockbuster entertainment in development in EA's three Canadian Studios, including new IP Skate from EA Black Box, and Army of Two™ and Boogie™ from EA Montreal.

EA Canada has built a worldwide reputation for quality and innovation in global blockbusters such as FIFA Soccer, NHL®, NBA LIVE and EA SPORTS Fight Night. EA Canada also flourishes as EA's leading development studio for the Wii, Nintendo DS, and PSP® (PlayStation®Portable) system. In 2006, EA Canada also developed Medal of Honor Heroes™ (PSP), The Sims™ 2 Pets (PSP), POGO™ Island (Nintendo DS), Madden NFL 07 (Wii) and more.

EA Playground has not yet been rated by the ESRB in North America or PEGI in Europe. Press can download assets at <http://info.ea.com>.

### 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 SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2007, EA posted revenue of \$3.09 billion and had 24 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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