



EA and PopCap Extend Bejeweled Agreement

EA Mobile Retains Exclusive Mobile Distribution Rights Through 2008

LOS ANGELES & SEATTLE--(BUSINESS WIRE)--March 9, 2007--Electronic Arts Inc. (NASDAQ:ERTS) today announced that PopCap Games®, Inc. has extended the licensing agreement for Bejeweled® which grants EA Mobile the exclusive worldwide mobile publishing rights to Bejeweled and Bejeweled 2 through 2008.

According to internal data, Bejeweled has been a consistent top-10 selling mobile game across North American carriers since EA Mobile first published the title in 2001. In 2006, Bejeweled continued its run as a top five-selling mobile game in North America across all major wireless carrier operators. This spring, EA Mobile and PopCap Games will introduce an updated version of Bejeweled which will feature enhanced graphics and audio effects, as well as new multi-player* capabilities that will allow mobile gamers to go head-to-head in over-the-air play.

"PopCap's Bejeweled is a timeless and tremendously popular game on the mobile platform," said David Rohdy, vice president of worldwide publishing for EA Mobile. "Over the next two years, EA Mobile will continue to invest in the franchise, working closely with PopCap to release enhanced versions of the game, including an innovative over-the-air multiplayer version later this year."

"Bejeweled has seen amazing sales across all casual gaming platforms and is really the perfect game for a mobile phone," said David Roberts, CEO of PopCap. "EA Mobile has done an excellent job with the franchise over the past six years and we are particularly thrilled with the updated versions."

PopCap originally developed Bejeweled for Web and PC gameplay, and the title has since expanded to videogame consoles, mobile phones, PDAs, portable music players, in-flight entertainment systems, and other electronic formats.

Bejeweled is currently available on all major mobile carriers in North America and Europe. For more information on carrier availability and pricing, visit www.eamobile.com.

*Multiplayer functionality in North America only, on select carriers.

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 videogame 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 2006, EA posted revenue of \$2.95 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site 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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About PopCap

PopCap Games (www.popcap.com) is the leading multi-platform provider of "casual games" -- easy-to-play yet utterly entertaining and engaging brain food enjoyed by players young and old, male and female. Based in Seattle, Washington, PopCap was founded in 2000, and has more than 110 employees in its Seattle, San Francisco and Dublin offices. PopCap's games have been downloaded more than 200 million times by consumers world-wide, and its flagship title Bejeweled® has sold more than 10 million units across all platforms. PopCap games are available for Web, PC, Mac, mobile phones, PalmOS and Windows Mobile PDAs, Xbox Live Arcade, iPods, in-flight on leading airlines, as scratch-off lottery tickets, and more.

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