Game Like an All-Star During The 2008 EA SPORTS NBA LIVE Challenge

EA SPORTS Takes Gamers From the Bench to the Court With the Thrill of True NBA Competition

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 17, 2008--Electronic Arts Inc. (NASDAQ:ERTS) announced today the start of the 2008 EA SPORTS™ NBA LIVE Challenge, which tips off at Universal Studios in Los Angeles on Saturday, January 19. This year's Challenge will hit eight major NBA cities and give fans the opportunity to test their skills against the best players in the country.

EA SPORTS has selected top NBA-crazed cities where gamers hope to elevate their play above the rim, and compete for bragging rights, cash and other prizes. One finalist from each of the eight cities will compete for the ultimate prize, a chance to win $10,000 at the Finals which will be held at the NBA All-Star Jam Session presented by adidas in New Orleans. Stops along the 2008 EA SPORTS NBA LIVE Challenge include: Dallas, Texas; Chicago, Ill.; Atlanta, Ga.; New York, NY; Philadelphia, PA; Boston, Mass.; and New Orleans, La.

"The EA SPORTS NBA LIVE Challenge is truly a pulse-raising event and always brings out the most competitive and most spirited gamers," said Brian Movalson, EA SPORTS Marketing Director. "We're thrilled to bring this ultimate competition to life in some of the biggest NBA cities in the country. Our goal is to set the competitive standard for sports gaming and entertainment in the professional basketball space and by holding the Finals at such a star-studded event as the NBA All-Star Jam Session gets us all the more closer to that goal."

The live qualifying competitions will take place one day in each of the eight cities on the Challenge Tournament schedule. One winner will advance from the regional qualifying rounds with a trip to the NBA LIVE Challenge Finals in New Orleans and a chance to compete for the $10,000 Grand Prize on February 16, 2008. All Tournament play will be conducted using EA SPORTS NBA LIVE '08 on the Xbox 360 video game and entertainment system. See http://www.easports.com/nbalive08/challenge/rules.jsp for the official rules of the 2008 EA SPORTS™ NBA LIVE Challenge Regional Tournament.

Consistent with all other challenges in the EA SPORTS Challenge Series, the EA SPORTS NBA LIVE Challenge will also have an online component. Players registered for the online Tournament can play against other online participants for a chance to compete against the eight regional Tournament winners at the All-Star Jam Session Finals for the Grand Prize. For more information including official rules, published Tournament dates, and to register for the NBA LIVE Challenge online Tournament, please visit: www.nbachallenge.com.

About the EA SPORTS Challenge Series

The EA SPORTS Challenge Series was created to reflect the competition of real-world athletes and provide official tournaments for the very best players of EA SPORTS games to battle for bragging rights and prizes. EA held its first gaming competition in 2001 with the inaugural Madden Challenge, offering hardcore players of the Madden NFL Football franchise, the chance to test their skills with the best from around the country. The success and excitement of the Madden Challenge generated a need for EA to open up the competition to fans of different sports, including the NCAA® Football Challenge, the NBA LIVE Challenge, and the NASCAR® Challenge.

About EA SPORTS

EA SPORTS is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL Football, FIFA Soccer, NHL® hockey, NBA LIVE basketball, NCAA® Football, Tiger Woods PGA TOUR® and NASCAR® racing.

EA SPORTS is the center of the interactive sports experience through: Authenticity, Innovation, Competition, Lifestyle elements. Its immersion in the sports world extends beyond games into a rich sponsorship portfolio of activities and involvement: including the EA SPORTS All-American program, the EA SPORTS Maui Invitational, the FIFA Interactive World Cup, NBA Europe Live presented by EA SPORTS and more--that has helped establish the company as a leading force in the world of today's athletes.
EA SPORTS videogames are developed and produced for videogame systems, personal computers, cellular handsets and the
Internet. For more information about EA SPORTS, including newsletters, podcasts, and fantasy football action please visit

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. 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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CONTACT: Electronic Arts Inc.
Jen Riley, 604-456-5081 (PR Manager)
jriley@ea.com
David Tinson, 604-456-5167 (Director, Communications)
dtinson@ea.com

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