EA Showcases Best Ever Product Line Up for European Consumers This Holiday and in 2009

Broad Portfolio of Games From EA Studios Around the World on Show at the Leipzig Games Convention From August 20-24, 2008

LEIPZIG, Germany, Aug 19, 2008 (BUSINESS WIRE) -- After an award winning showcase of titles at E3 in July, Electronic Arts Inc. (NASDAQ:ERTS) today announced its product line up for the Leipzig Games Convention. EA will demonstrate the innovation and creativity of its portfolio for seasoned gamers and newcomers alike, as it leads the way with great interactive entertainment offerings for broad consumer tastes this year.

On show in Leipzig are Europe's best selling franchises and consumer favorites like FIFA, Need For Speed(TM), The Sims(TM) and Harry Potter, a wide range of casual and family titles for Nintendo platforms including LITTLEST PET SHOP, Boogie(TM) SuperStar, Zubo(TM) and MONOPOLY, brand new IP like SimAnimals(TM), Mirror's Edge(TM), Dead Space(TM), Dragon Age (TM): Origins, Battleforge(TM), Spore(TM), the new MMORPG Warhammer(R) Online: Age of Reckoning(TM), and EA partner titles Left 4 Dead(TM) from Valve, Rock Band and Rock Band 2 from MTV Games/Harmonix and Crysis Warhead(R) from Crytek.

"Never before has EA had such a diverse and powerful slate of offerings, and it's been great to see consumer and critical response to our games," said Jens Uwe Intat, Senior Vice President and General Manager of EA European Publishing. "As more and more people come into interactive entertainment, we are ready with the best games in sports, action, casual, horror, simulation, and online. We'll be bringing more new games to market this year than in our history, and Leipzig is a great European window to showcase those offerings for the broad range of people that love to play them."

At a press briefing planned for Wednesday, August 20, creative leaders from EA studios around the world will be on stage to present some of EA's upcoming blockbusters including:

- FIFA 09
- The Sims(TM) 3
- SimAnimals
- Boogie SuperStar
- Harry Potter and the Half-Blood Prince(TM)
- LITTLEST PET SHOP
- MONOPOLY
- Command &Conquer(TM) Red Alert(TM) 3
- Warhammer(R) Online: Age of Reckoning(TM)
- Dragon Age: Origins
- Need For Speed(TM) Undercover

And a sneak peak at RAGE from EA Partner, id Software

Behind closed door sessions for media include:
Warhammer Online: Age of Reckoning will be available for media to play at the GOA business lounge located at Level 1 B03.

EA titles on display for consumers at the Games Convention include:


The Leipzig Games Convention runs from August 20-24, 2008. The EA booth is located in Hall 3, Booth B02.

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(TM), EA SPORTS(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of $3.67 billion and had 27 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](http://info.ea.com).

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SOURCE: Electronic Arts Inc.