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**ELECTRONIC ARTS ANNOUNCES \$1 MILLION DOLLAR GRANT
TO THE MASTERS OF DIGITAL MEDIA PROGRAM
AT GREAT NORTHERN WAY CAMPUS, VANCOUVER**

Funds Will Shape School's Global Leadership in Digital Entertainment and Education

FOR IMMEDIATE RELEASE

VANCOUVER, B.C. CANADA – May 2, 2007 — Electronic Arts Inc. (Nasdaq: ERTS) announced today that it will make a \$1 million grant to the Masters of Digital Media program (MDM) at the Great Northern Way Campus in Vancouver, British Columbia, to advance interactive media education in Canada and create a launch pad for the next generation of interactive entertainment leaders. The contribution, part of EA's global educational and talent development effort, further helps to establish British Columbia as a global leader in digital entertainment education.

Today's grant will go toward shaping the curriculum of the MDM program, where graduates will receive a Master's Degree bearing the seal of Vancouver's four major post-secondary institutions: University of British Columbia, Simon Fraser University, British Columbia Institute of Technology and the Emily Carr Institute of Art + Design. This \$1 million gift will help forward EA's goal to educate the next generation of high-level gaming design and visionary thinkers in what will be one of the 21st Century's primary entertainment media.

"Our goal is to help create an innovative educational environment that will lure talented people from across North America and around the world to Great Northern Way Campus and make British Columbia the destination of choice for the next generation of creative leaders," said **Paul Lee**, President, EA Worldwide Studios. "This is an excellent opportunity for EA to invest in the future of the industry by providing today's students with the skills and knowledge they will need to push technology and entertainment forward."

EA's \$1 million grant includes an endowment and multiple scholarships. EA will also provide paid internships for students, teachers from its executive ranks, and will have top EA employees provide mentoring to students.

"With this support for the MDM program, EA is demonstrating its commitment to making British Columbia a global leader in digital entertainment," said **Gordon Campbell**, Premier of British

Columbia. "With an economy as strong as British Columbia's, it's critical that we all work together to provide new training opportunities that will produce the creative leaders competitive companies like EA need. I commend EA for their commitment to the future of the videogame industry in British Columbia."

The EA grant will fuel the growth of the MDM program, headed by **Dr. Gerri Sinclair**, to create, develop, and expand a multi-faceted program. With the aid of these funds, the Great Northern Way Campus will grow its efforts to graduate students who are visionary thinkers, but who also have a deep understanding of the crafts and skills required to produce quality content for a diverse media.

"Our vision to develop Great Northern Way Campus into the international academic leader is further solidified by our relationship with the world's number-one interactive entertainment developer," said **Dennis Pavlich**, President, Great Northern Way Campus. "This is a partnership that will set new standards of educational excellence through innovation and collaboration in an entertainment industry that is constantly changing. Thanks to Electronic Arts, we can realize our vision of becoming the global leader in interactive arts education."

The Masters of Digital Media program is a 2-year graduate degree program that will offer students a project-based learning environment in close collaboration with industry partners, including leaders from Electronic Arts, the world's number-one interactive entertainment developer with studios around the world, including two in B.C. This is the only program of its kind in Canada and one of only a few in the world. The program's first intake of students is slated for September 2007 and approximately 200 students are expected to graduate by 2010.

"To create the next generation of entertainment, we need the next generation of talent," continued Lee. "It is imperative for tomorrow's creative leaders, designers and producers to acquire an education with both depth and breadth in order to achieve success in our ever-growing industry."

As the world's leading developer of the *FIFA Soccer*, *Need for Speed*[™], *NBA LIVE*, and *NHL*® franchises as well as several new titles in development, EA employs more than 2,000 talented game makers in Canada and has development studios located in Vancouver, Burnaby and Montreal.

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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 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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About Great Northern Way

GNWC was established in 2001 by University of British Columbia, Simon Fraser University, British Columbia Institute of Technology and the Emily Carr Institute of Art + Design to provide program and collaborative research opportunities. The MDM program has been approved by UBC, BCIT and Emily Carr, and SFU Senates. It is made possible by \$40.5 million in one-time funding announced in the February 2006 provincial budget. The investment will cover the capital costs of labs and classrooms at GNWC's Centre for Digital Media, and create an endowment for the program's operating and initial recruitment costs.