
EA Games

Frank Gibeau, President



Safe Harbor Statement

Some statements set forth in this presentation, including estimates and targets relating to future financial results (e.g., revenue, profitability, margins), operating plans, business strategies, objectives for future operations, and industry growth rates contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate", "expect" or "target" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements. Some of the factors which could cause the Company's results to differ materially from its expectations include the following: timely development and release of Electronic Arts' products; competition in the interactive entertainment industry; the Company's ability to successfully implement its Label structure and related reorganization plans; the consumer demand for, and the availability of an adequate supply of console hardware units (including the Xbox 360, the PLAYSTATION3, and the Wii); consumer demand for software for legacy consoles, particularly the PlayStation 2; the Company's ability to predict consumer preferences among competing hardware platforms; the Company's ability to realize the anticipated benefits of its acquisition of VG Holding Corp. and other acquisitions and strategic transactions it may undertake in the future; consumer demand for mobile and online games and the Company's ability to meet that demand with appealing product offerings; consumer spending trends; the seasonal and cyclical nature of the interactive game segment; the Company's ability to manage expenses during the remainder of fiscal year 2008 and in future fiscal years; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; adoption of new accounting regulations and standards; potential regulation of the Company's products in key territories; developments in the law regarding protection of the Company's products; fluctuations in foreign exchange rates; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; and other factors described in the Company's Annual Report on Form 10-K for the year ended March 31, 2007 and Quarterly Report for the quarter ended December 31, 2007, or not currently known to the Company. These forward-looking statements speak only as of February 12, 2008. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

EA Games

What You Will Hear Today

This is a **Turn-Around Story**

EA Games is a **Powerful Portfolio of Studios and Franchises**

We Have a **Strong Pipeline of Innovative Sequels and New IP**

EA Games is Poised to **Grow Segment Share and Enter New Genres**

Online and Asia Represent **Untapped Opportunities**

Significantly Better Execution Will **Create R&D Operating Leverage**

We Create Hits

Who Are We?

12 Individual Studios on 3 Continents

- | | |
|-------------------|----------------|
| BioWare | Maxis |
| DICE | Phenomic |
| Pandemic | Criterion |
| Black Box | Mythic |
| EA Montreal | EA Los Angeles |
| EA Redwood Shores | EA Partners |

Headcount

Fiscal 2008E – 2,900 Including BioWare and Pandemic

Growing Title / SKU Portfolio

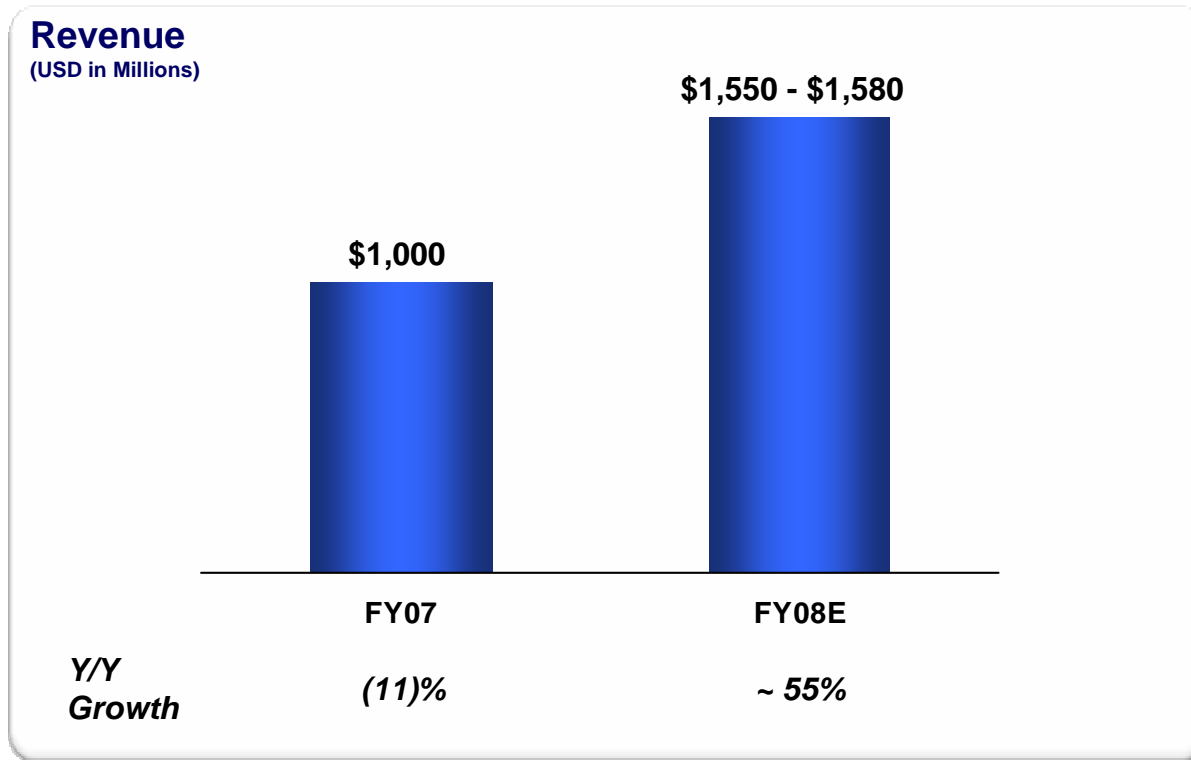
Fiscal 2008E – 17 / 36

Fiscal 2009E – 20-24 / 50+



Powerhouse Collection of Developers

Financial Overview



Fiscal 2008 Revenue Growth – > 50%

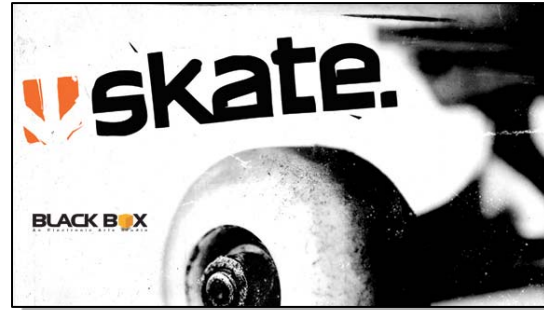
We Know What We Need to Do

- 1. Deliver a Strong Pipeline of Hit Product**
 - Focus Execution on Driving Increased Product Quality and Predictability of Ship Dates
- 2. Increase Segment Shares**
 - Drive With Innovative Sequels, New IP and Genre Expansion
- 3. Expand Digital Revenue Streams**
 - Online and Asia are Untapped Opportunities
 - Massively Multiplayer Online Games (“MMOs”), Mid-Session Games (“MSGs”), In-Game Advertising, and Premium Downloadable Content (“PDLC”)
- 4. Create R&D Operating Leverage**
 - Leverage Next Generation Technology Investments
 - Decrease Fixed Cost Structure
 - Rationalization of Locations, Brands and Titles



Strong Pipeline of Hit Product

Innovative Sequels to Proven Franchises

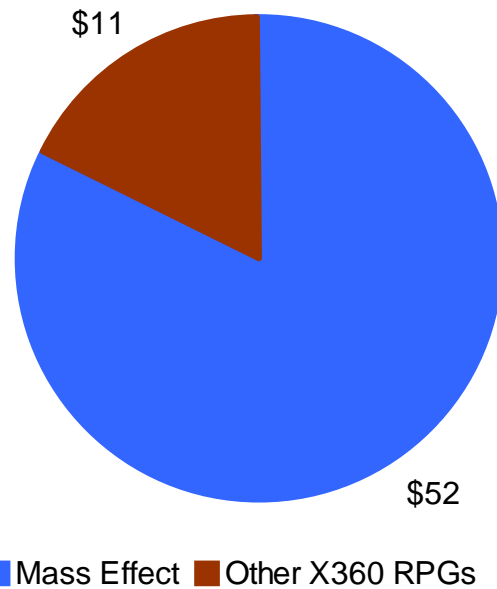


Mass Effect

Mass Effect is the Fastest Selling Role-Playing Game (“RPG”) on the XBOX 360 and the Fastest Selling RPG on any Next Generation Console

- Sold Over 1.6m Units Since its Release on XBOX360
- 91 Metacritic Rating and Multiple Awards

U.S. X360 Retail Revenue – Nov & Dec 2007
(USD in Millions)

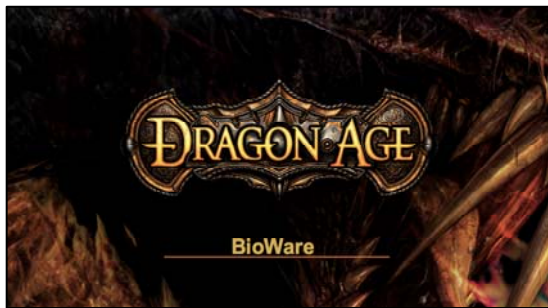


Mass Effect Dominated the RPG Category on the X360 During Holiday 2007 with 82% Share



Strong Pipeline of Hit Product

New IP with Breakout Appeal



Strong Pipeline of Hit Product

***Spore* is Confirmed for a September 7th, 2008 Release**

- A Global Event Launch With Massive Consumer Marketing Support
- Available on the PC, Apple Mac, Nintendo Dual Screen, and Mobile Platforms
- Additional Platforms and Expansion Content Already Under Development



This is the YEAR of SPORE

Increase Segment Share

Strong in Racing and Real Time Strategy (“RTS”)

- 35% Share of U.S. Action-Racing Genre Driven by *Need for Speed* and *Burnout* Franchises
- 27% Share of U.S. RTS Genre Dominated by *Command & Conquer*
- Continued Investment in Both Categories

Solid in a Competitive Shooter Genre

- 10% Share of the U.S. Shooter Category
- New Shooter IP in *Tiberium*, *Left4Dead*, and *Battlefield: Bad Company*

Pandemic and BioWare Fill Gaps in Action and RPG

- *Mass Effect* and *Dragon Age* Results in Strong RPG Share
- Pandemic Brings *Mercenaries 2* and *Saboteur* to Action

Two Potential New Action Franchises

- *Dead Space* is Our First Targeted Entry into Horror
- *Mirror's Edge* is Unique in POV / Game Play Combo



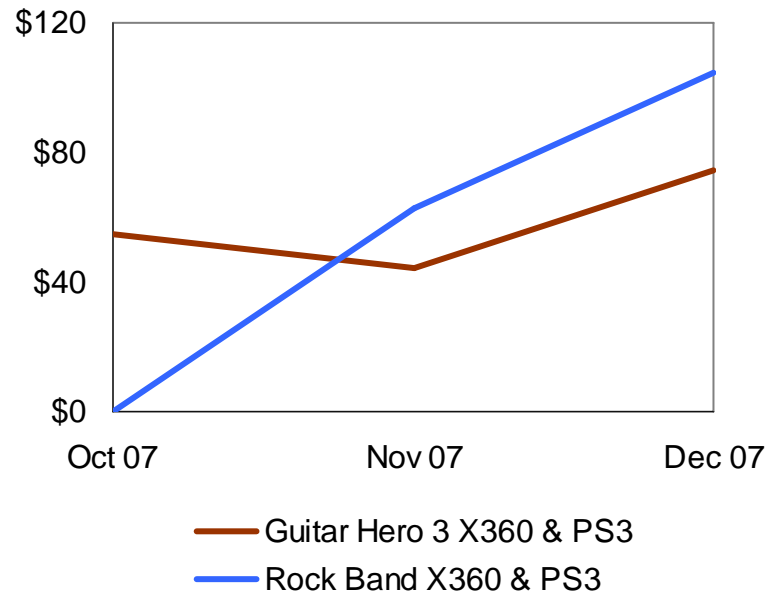
Significant Growth Potential by Targeting Genre Gaps

Genre Deep Dive #1

Music / Dance

U.S. Retail Revenue

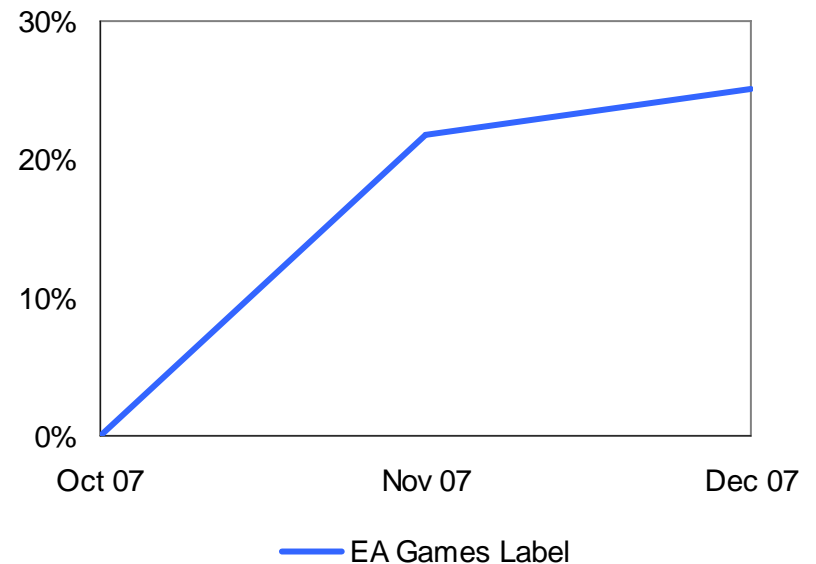
(USD in Millions)



On Like Platforms, *Rock Band* Outperformed *Guitar Hero 3* During Holiday 2007

U.S. Music / Dance Retail Share

(Consoles and Handhelds)



Establishing the Games Label in the Music / Dance Genre with 25% Share in Dec 2007

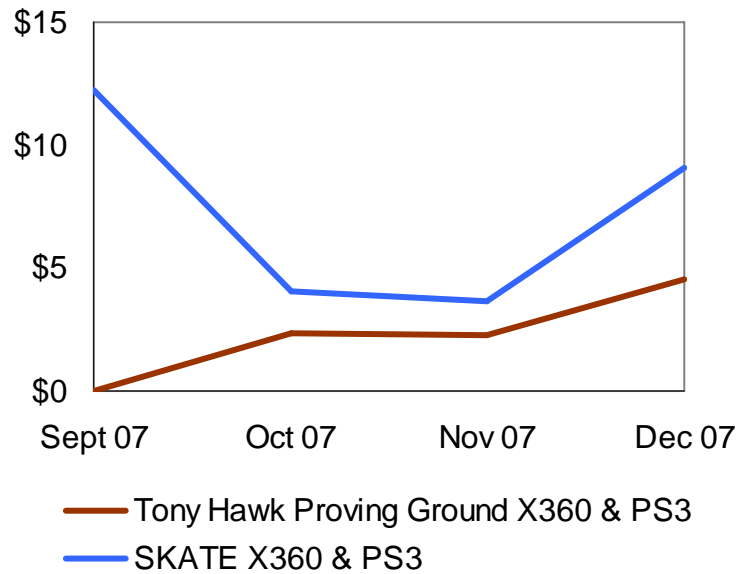
Manufacturing Capacity Ramp Will Allow For Continued Growth in CY08

Genre Deep Dive #2

Extreme Sports

U.S. Retail Revenue

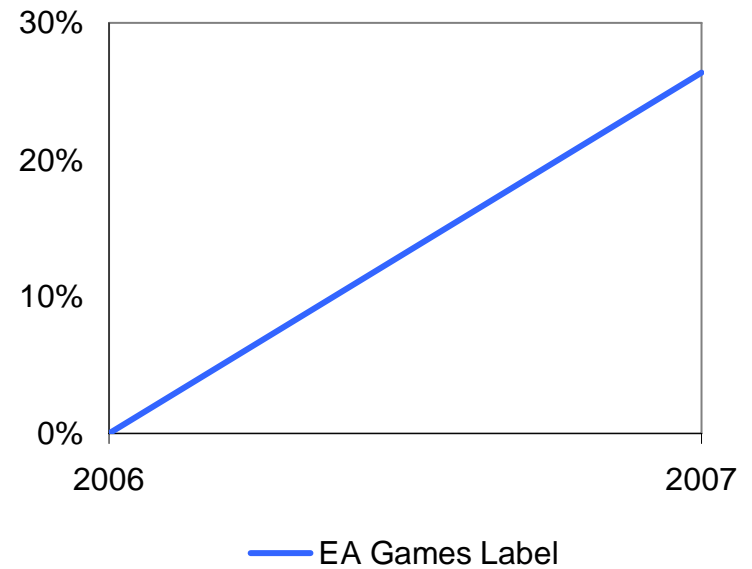
(USD in Millions)



On Like Platforms, *SKATE* Outperformed *Tony Hawk* During Holiday 2007

U.S. Extreme Sports Retail Share

(Consoles and Handhelds)



Establishing the Games Label in the Extreme Sports Genre with 26% Share in 2007

Excellent Results for Our First Year

Expand Digital Revenue Streams

Aggressively Enter Massively Multiplayer Category

- Mythic is Creating *WARHAMMER* Online for Release in North American, European, and Asian Markets
- *Dark Age of Camelot* and *Ultima Online* Continue to Operate Profitable Services
- BioWare Austin is Working on an Unnamed MMO

Launch Our First Mid-Session Games in Fiscal 2009

- *Battlefield Heroes* is the First of Many New MSG Titles
- Reuse of Technology and Platforms Will Allow EA to Scale Quickly
- Launching in North American, European and Asian Markets

Maximize Higher Margin Revenue Streams

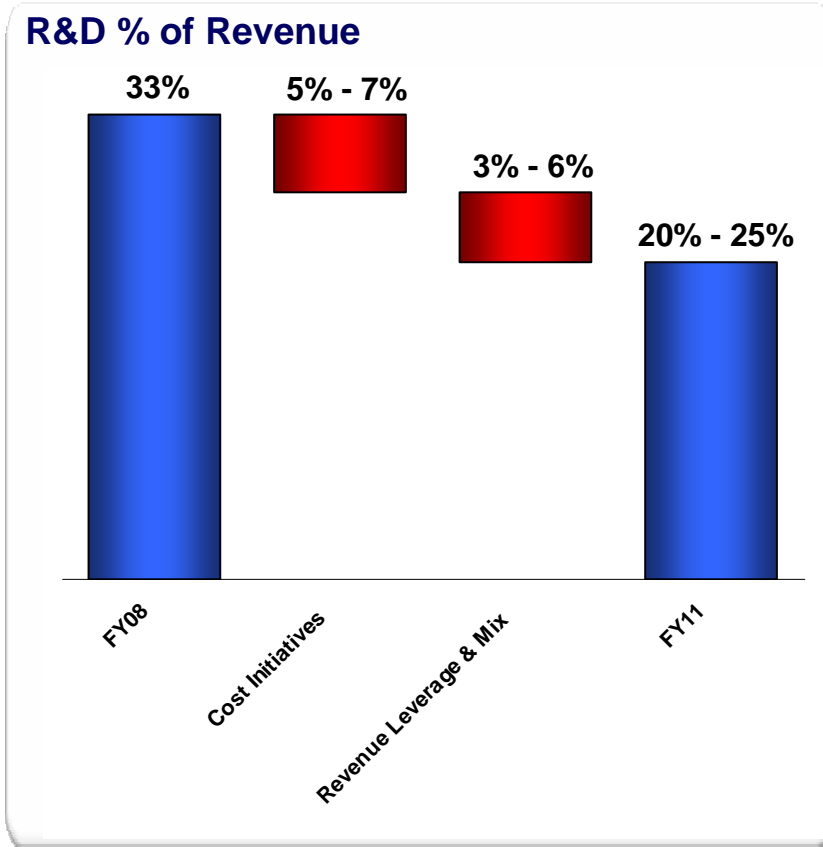
- PDLC Opportunities Increase with Connected Console Gamers
- Strong In-game Advertising Opportunities With Action, Racing, and *Skate*
- Expansion of Digital Distribution and Experimentation with Micro-Transaction Content



Untapped Opportunities in Online & Asia

Creating R&D Operating Leverage

Target of Below 25% R&D of Revenue in Fiscal 2011



Lower Cost Per Title

- We are Done Building Engines - It is Harvest Time!
- Decrease Fixed Cost Structure - Outsourcing, Distributed Development, and Greater Use of External Development
- Rationalization of Locations, Brands, and Titles Based on Quality and Financial Performance

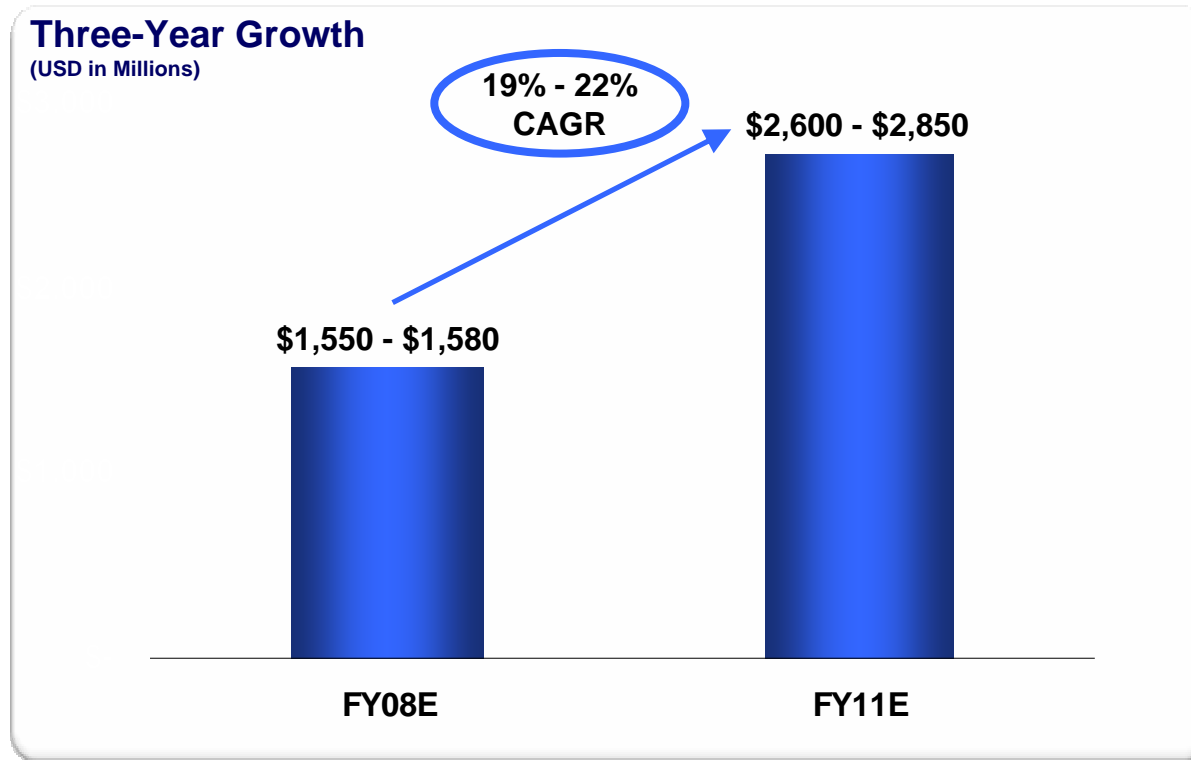
Higher Revenue Per Title

- Growth in Next Generation Console Ownership
- Mix Moving Toward Recurring Revenue Streams from MMOs and MSGs
- Online Revenue Extension with PDLC, Full-Length Downloads and Advertising

Execution Leads to Improved Profitability

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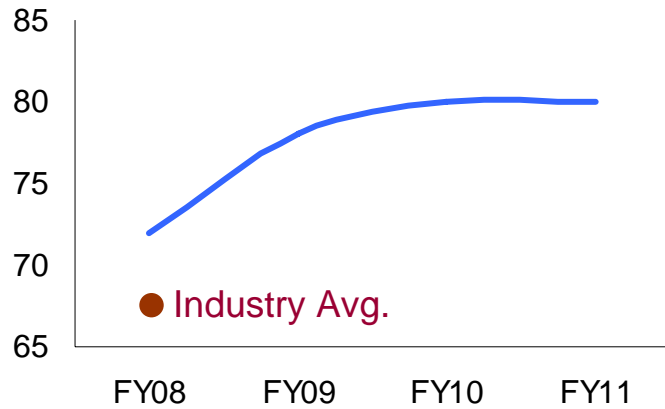
Revenue Targets



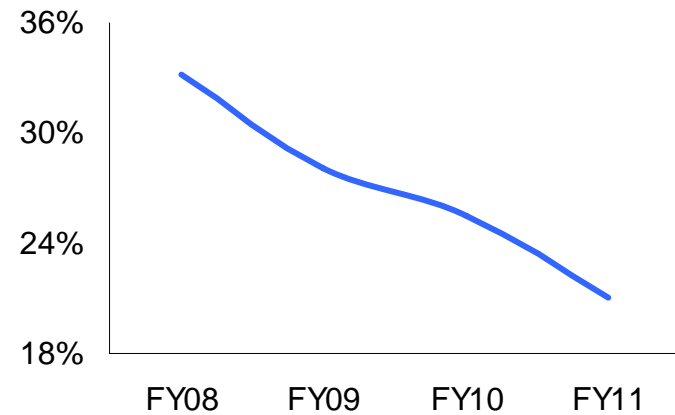
Strong Revenue Growth

Key Target Metrics

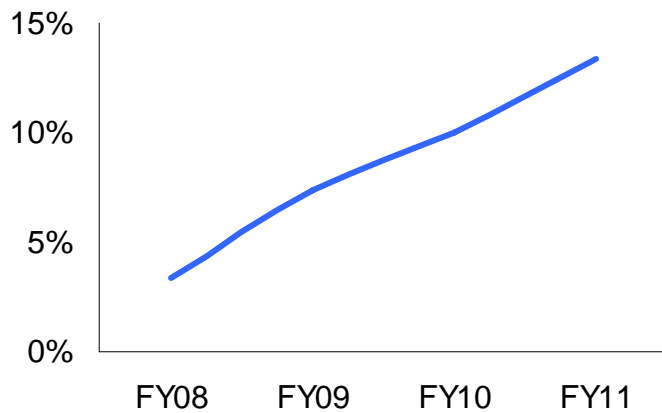
Metacritic Rating



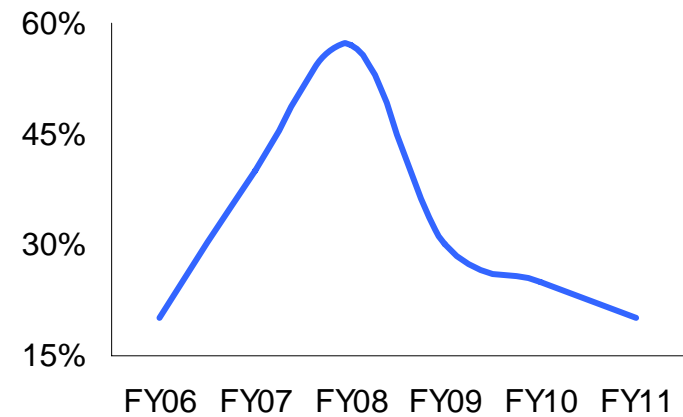
R&D - % of Revenue



Online - % of Revenue



Predictability - % of Slips



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In Summary

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