
EA SPORTS

Peter Moore, President



November 13, 2008

Safe Harbor Statement

During the course of this meeting – EA may make forward-looking statements regarding future events and the future financial performance of the company. We caution you that actual events and results may differ materially. We refer you to EA's most recent Forms 10-K and 10-Q for a discussion of risk factors that could cause actual results to differ materially from those discussed today. EA makes these statements as of November 13, 2008 and disclaims any duty to update them.

EA SPORTS

What You Will Hear Today

The **Sport Segment is Expanding** – Lifestyle Sports

Our Strategy to **Return the EA SPORTS Business to Double Digit Growth** – Quality & Innovation, New IP, Accessibility, Globalize, Digital/Direct to Consumer

Our **Progress in FY09**

Transform EA SPORTS into a Double Digit Growth Business

Where We Are Going

EA SPORTS Today

Madden



NCAA Basketball

TIGER

PGA Tour NCAA

Football

NFL Tour

FIFA

NBA LIVE



XBOX 360

FIFA Street

NASCAR

Male 18-34



PLAYSTATION 3

NHL

Market Trends

Online multi-player

MTX **Google** Asia

NINTENDO community

free-to-play

facebook

User Generated

Content YouTube broadband D2C

Mobile emerging



demographics: young, old & female

Casual Gaming

EA SPORTS Future

TENNIS **IMG** PDLC

mid-session games **Celebrity**

Sports Showdown Digital

Distribution



FaceBreaker

unlicensed IP



Subscriptions

content creation tools



EA SPORTS Virtual

Playbook Online tournament
gaming **PlayAction Simulator**

Transformation

EA SPORTS

Strategic Pillars

1. **Globalize** – Move North America / Europe split from 60:40 to 50:50.
Focus on Asia
2. **Capture the Core** – Defend and protect our current consumer base
3. **Captivate the Masses** – Broaden our reach quickly, focus on
Nintendo Wii
4. **Digitize** – Aggressively enter higher-margin online businesses
5. **Expand the Brand** – Become a sports brand focused on games

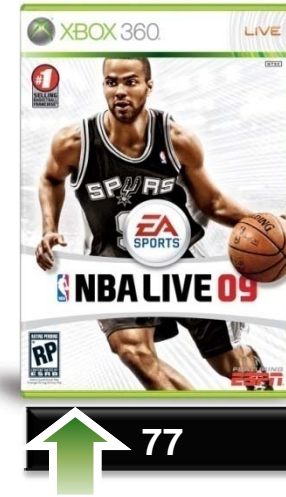
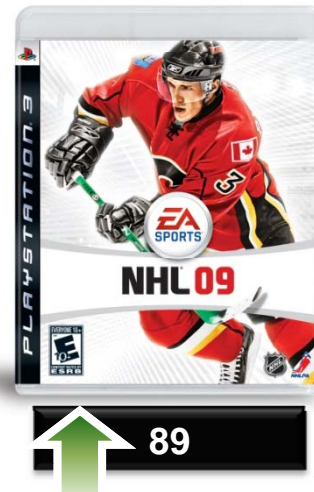
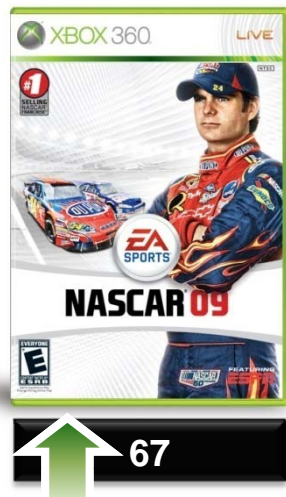
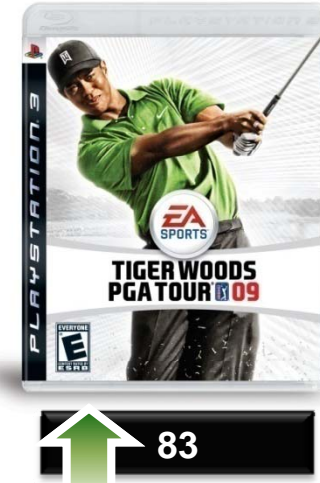
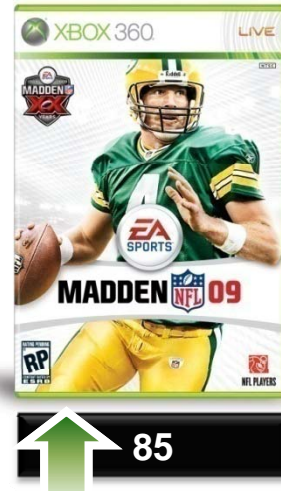
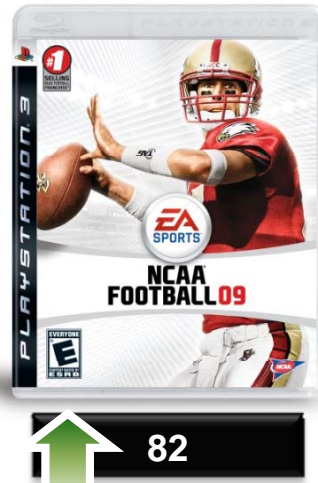
World's Leading Sports Entertainment Brand

FY09 Progress



Quality

Sequels – Xbox 360 & PS3 Quality*

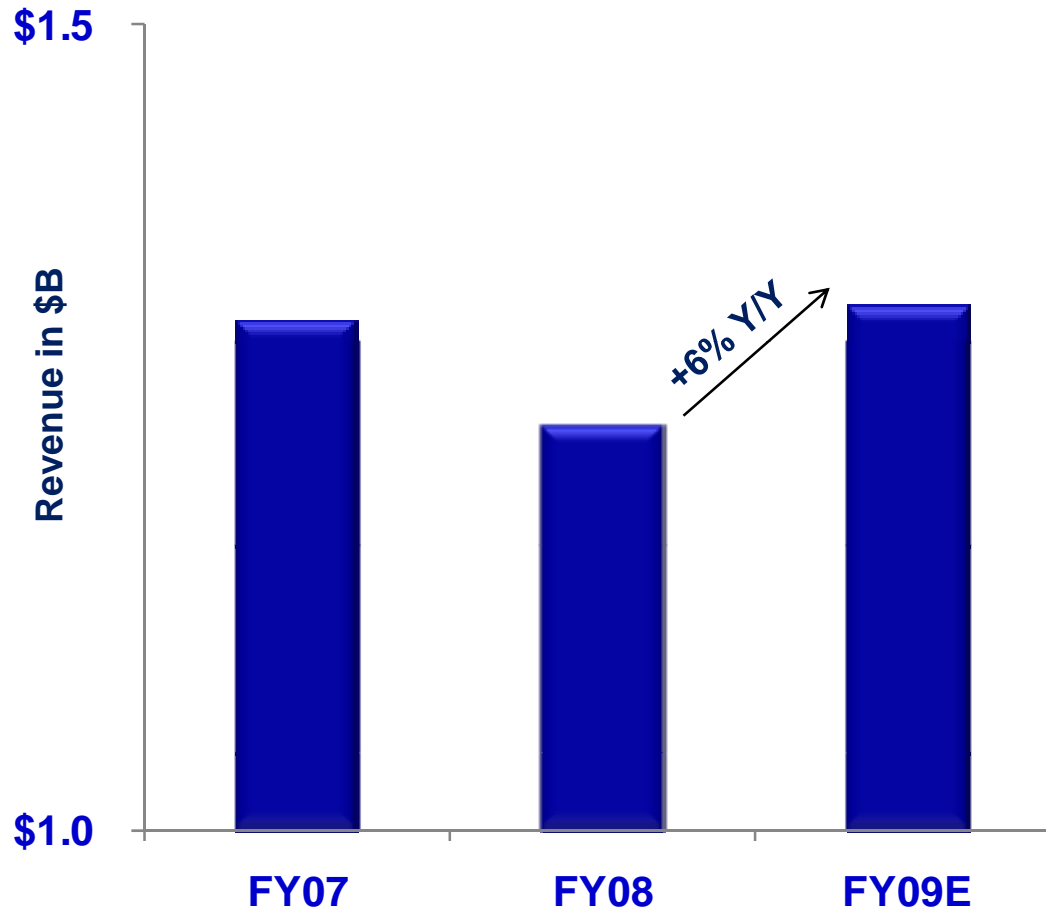


Significant Improvement – Up 4 Points Year-Over-Year

*Based on Metacritic.com as of Nov. 5, 2008

EA SPORTS Revenue*

FY07 to FY09E

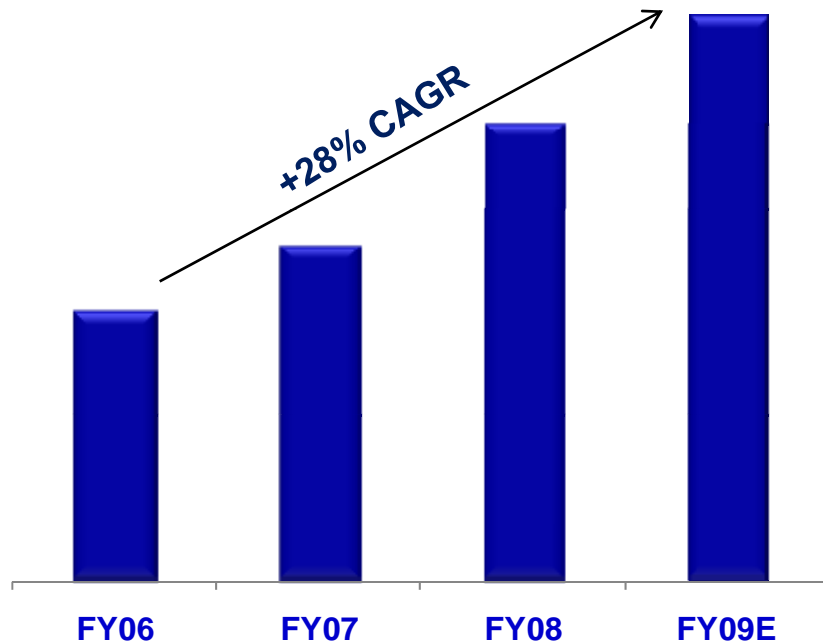


Quality Translating to Revenue Growth in FY09

* Non-GAAP Revenue

FIFA Franchise

FIFA Revenue*



Quality & Innovation – Average Metacritic of 88

Technology Investment

Online Features – Adidas Live Season

Wii Expansion

Disruptive Marketing Campaign

More Than a Doubling in 3 Years

* Non-GAAP Revenue



Accessible Experiences

Captivating the Masses



New Wholly Owned IP

EA SPORTS All-Play

Nintendo Wii



Tiger & Madden 09 Wii Sell Thru Units – Up More Than 20% Y/Y*

* EA Estimates

Digital / Direct to Consumer

Digitize

Paid downloadable content

Full game digital downloads

Online engagement

Expand mid-session games

Console subscription and loyalty program



Unique Opportunity for EA SPORTS

FIFA Online 2

Mid-Session Game in Korea

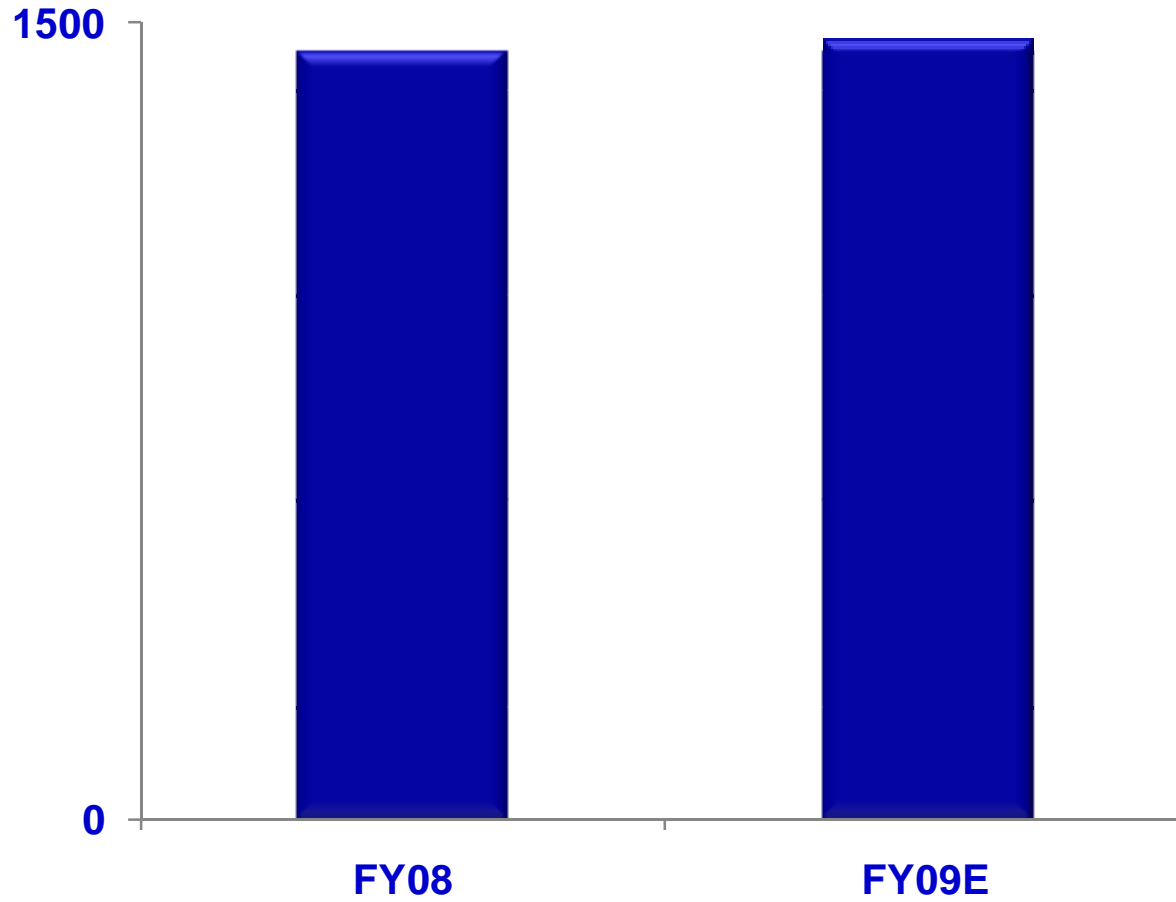


- Top 5 mid-session game in Korea
- Monetize – micro-transactions & game room subscriptions
- Micro-transactions -- average amount per paying user \$28
- Partnered with Neowiz
- In the works – FIFA Online 2 expansion, launch of NBA Street

More Games / More Regions on the Way

Headcount

EA Sports Label



Flat Headcount Y/Y

Impactful Marketing

Innovation

Retail Marketing Investment

- Continuity of marketing message and executions into retail

Disruptive Marketing

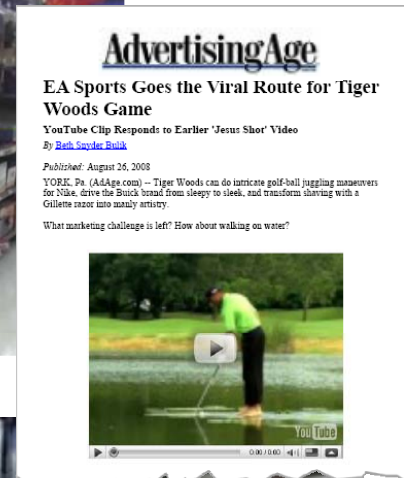
- 4 minute FIFA 09 commercial

Viral Marketing

- Tiger Woods virals attract more than 3MM YouTube views

Expand the Brand

- Leverage Virtual Playbook opportunities into other sports (NBA, NCAA)



Going to Market in New Ways

EA SPORTS

Summary

EA is the **Global Interactive Entertainment Sports Leader**

We've Got a **Strategy to Grow the Business – Return to Double Digit Growth**

We're Executing -- Making Good Progress in FY09 – More to Come...

Continued Evolution of The EA SPORTS Brand

Safe Harbor Statement

Some statements set forth in this document, including the estimates relating to EA's fiscal year 2009 guidance and EA Sports future revenue projections, contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate" or "expect" 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 EA'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 cost reduction plans; the general health of the U.S. and global economy and the related impact on discretionary consumer spending; the consumer demand for, and the availability of an adequate supply of console hardware units (including the Xbox 360® video game and entertainment system, the PLAYSTATION®3 computer entertainment system and the Wii™); consumer demand for software for the PlayStation 2; the Company's ability to predict consumer preferences among competing hardware platforms; the financial impact of potential future acquisitions by EA; the Company's ability to realize the anticipated benefits of acquisitions; consumer spending trends; the seasonal and cyclical nature of the interactive game segment; the Company's ability to manage expenses during fiscal year 2009 and beyond; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; the performance of strategic investments; 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 Quarterly Report on Form 10-Q for the quarter ended September 30, 2008. These forward-looking statements speak only as of November 13, 2008. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

EA SPORTS

Peter Moore, President

