



## **EA and The Weather Channel Interactive Present Real-Time Weather in NCAA Football 08**

### **Unprecedented Videogame Feature Adds a New Level of Realism**

REDWOOD CITY, Calif., Aug 01, 2007 (BUSINESS WIRE) -- Electronic Arts Inc. and The Weather Channel Interactive today announced that the recently released NCAA<sup>®</sup> Football 08 features the ability to experience real-time weather conditions and updates through a service provided by The Weather Channel<sup>®</sup>. The latest version of the top selling college football video game will use up-to-date information from The Weather Channel Interactive (TWCI) to reflect accurate, real-time weather conditions at NCAA stadiums.

If a winter storm threatens the Northeast, the Eagles of Boston College will play through the snow. Hurricane threatens Florida? See how the Gators field goal kicker deals with 50 mph winds. Through a deal with EA SPORTS, the sporting division of Electronic Arts, The Weather Channel will provide real-time weather to the game via the Internet.

"This is a long-awaited feature for gamers - it is the first sports game we know of where actual current weather conditions will affect weather conditions in the game," said Derek Van Nostran, director of marketing for The Weather Channel Interactive. "The Weather Channel Interactive welcomes this opportunity to work with EA Sports to bring an extra dose of realism to the game."

TWCI provides a custom weather data feed to EA SPORTS for each stadium location. Every time a player with a live Internet connection loads a new game, they have the option to choose real-time weather from TWCI. The video game will then use the current conditions at the selected location to create the weather experience for that game.

"We are always looking to add more realism to the game experience," said Jeffrey Luhr, producer for NCAA Football 08. "Adding real-time weather conditions from The Weather Channel interactive truly helps gamers feel 'in the game.'"

Developed by EA Tiburon, NCAA Football 08 is now available in retail stores on the PlayStation<sup>®</sup>2 and PLAYSTATION<sup>®</sup>3 computer entertainment systems, and Xbox<sup>®</sup> and Xbox 360<sup>™</sup> video game systems from Microsoft.

### 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<sup>™</sup>, EA<sup>™</sup>, EA SPORTS BIG<sup>™</sup> and POGO<sup>™</sup>. 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](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>.

### About The Weather Channel Interactive

The Weather Channel Interactive is the leading provider of broadband and wireless weather products including [weather.com](http://weather.com), The Weather Channel Desktop and The Weather Channel Mobile. [weather.com](http://weather.com), the Web site of The Weather Channel, is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 98,000 location IDs worldwide. [weather.com](http://weather.com) reaches more than 26 million unique users each month and is the most popular source of online weather, news and information Nielsen//NetRatings. The Weather Channel Interactive also provides consumers with unique and customizable products such as Desktop Weather, toolbars, extensions, widgets, gadgets, and a full lineup of mobile services including downloads, messaging, mobile Web, and mobile video. Other TWCI sites include [forGetaway.com](http://forGetaway.com), a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate change.

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