



EA and Amp'd Mobile Set to Bring Sports, Racing and Puzzle Games to 3G Next Generation Mobile Handsets; Amp'd Members Will Access EA's Roster via Dedicated EA Gaming Channel

REDWOOD CITY, Calif. & LOS ANGELES--(BUSINESS WIRE)--Jan. 10, 2006--

EA SPORTS FIFA 06, Madden NFL 06, NBA LIVE 06,
Need for Speed Underground 2 and Tiger Woods PGA TOUR 06
to Lead Amp'd Mobile's 3D Line-up

Amp'd Mobile, the first mobile entertainment company created to bring next-gen broadband wireless services for youth/young adults, and Electronic Arts (NASDAQ:ERTS), the world's leading publisher of interactive entertainment software, announced today a publishing partnership that will bring over 15 mobile games from EA's most popular franchises to Amp'd Mobile's 3G handsets in early 2006.

Amp'd Mobile is the first mobile service to offer consumers a dedicated game channel around the EA brand, showcasing video previews, user ratings, game wallpapers, ring tones and other mobile content alongside each EA game download.

The publishing agreement will introduce Amp'd Mobile subscribers to EA's most popular titles, beginning with FIFA 06, Madden NFL 06, NBA LIVE 06, Need for Speed™ Underground 2, and Tiger Woods PGA TOUR® 06. Featuring exhilarating gameplay, deep real-world sports rosters and state-of-the-art 3D graphics, these five 3D titles will showcase Amp'd Mobile's ability to deliver a rich catalogue of games.

Complementing these games will be The Sims™ 2 as well as casual 2D titles from Pogo.com™ and Club Pogo™ including Poppit!™, Turbo 21™, Tri Peaks Solitaire, Harvest Mania and Word Whomp.

EA's Pogo.com is the top online gaming destination, attracting 11 million visitors per month (per ComScore). Club Pogo has more than 1 million subscribers, of which 75% women who play on average 18 hours a week. To enrich Pogo's mobile gaming community, Amp'd Mobile will support Pogo's token-based system, allowing players to credit tokens earned on their mobile phones to their online accounts. Players will then have the opportunity to apply their tokens for the chance to win cash and prizes in daily, weekly or monthly drawings.

"When looking at our mobile gaming strategy, EA was certainly at the very top of our list of must-have partners," said Seth Cummings, SVP, Content and Internet Services, Amp'd Mobile. "Amp'd Mobile's broadband wireless network, deployment of BREW 3.1 and next-generation handsets provide EA with the most advanced platform in the U.S. to launch their outstanding titles into the mobile marketplace."

Lesley Mansford, VP Marketing, EA Mobile commented that, "We see Amp'd Mobile's channel-based approach and spotlight on the youth market as a great fit for our titles. With the dedicated EA channel, they are making it easy for gamers to find their favorite games and jump right in."

Mansford added, "We believe that 3G is the future of mobile entertainment. The advanced network will allow our game makers to unlock better visuals, more sophisticated A.I. and new innovations in gameplay. Our strategy is to deliver an unforgettable, custom-designed mobile gaming experience whether it is in high-end 3D or simple 2D."

EA's games that will be available on Amp'd Mobile include:

-- FIFA 06 -- More teams, better graphics, and unparalleled gameplay! Utilize unique formations to create the perfect attack with the world's greatest players. From setting attack formations to lining up a shot on goal, take complete control of your team. Whether you compete in a friendly or battle it

out in Tournament mode, FIFA 06 includes a comprehensive selection of game modes, letting you dominate the action on the pitch... and inside your phone!

- Madden NFL 06 -- Exciting 11-on-11 action and a deep playbook with more than 50 plays make Madden NFL 06 the only football game you need on your cell phone. A 3D isometric (rotating) camera lets you follow the plays from different angles, while plenty of unique animations bring the player movements to life. Madden NFL 06 brings vision and precision to the mobile gridiron with targeting crosshairs, allowing you to zero in on receivers and kickers. Choose a play with up to four passing targets and try to find the open man. "Reach-for-ball" animations give your receiver a shot at making the big play -- all while you wait in line at the bank.
- NBA LIVE 06 -- Feel the emotion and intensity of the most complete basketball experience with NBA LIVE 06. Take the point and deliver fast break passes on the fly as teammates run the lanes awaiting your pass. On defense, get inside and feel what it's like to block a dunk -- or to be dunked on -- as big bodies collide under the basket. Will you live in the paint or set up camp outside the arc? The choice is yours. The sport of basketball is elevated to a whole new level with NBA LIVE 06 on your mobile!
- Need for Speed Underground 2 -- Specially tuned for the mobile market, this sequel to 2003's bestselling racing game takes place in a free-roaming city with three distinct districts. While players explore the city, they encounter rival racers who will school them in the ways of the underground and tip them off to the hottest racing spots in town. Deep customizations allows gamers to fine-tune their ride's handling and performance, while hundreds of visual options guarantee players can create their own personalized, totally unique car. All-new game modes join Circuit and Drag events to add depth and variety, while a dozen cars and aftermarket parts from the biggest names in the business make this the deepest, most authentic tuner experience available on mobile.
- The Sims(TM) 2 -- The bestselling PC game comes to mobile phones for the first time, letting you take your Sims with you everywhere you go. In The Sims 2, take your Sims through life's greatest moments. Create your Sims, push them to extremes, fulfill their dreams, and control a customizable world or house. Enjoy your Sims for hours with open-ended gameplay. But, if you're in a hurry, you can play a five-minute game for speedy, rewarding interactions with your Sims. In the Connected Version, you can even download Sims from your PC and take your Sims to Splendington where they'll bring much needed new blood to the local community. Everything you love about The Sims 2 is now on mobile. Take them with you anywhere, anytime.
- Tiger Woods PGA TOUR 06 -- Battle up to five golf legends with Tiger Woods challenging you every step of the way. Feel the pressure and intensity of making perfect tee shots or sinking challenge-winning putts with the all-time greats breathing down your neck. Extra content available to download to your handset keeps the golfing excitement fresh. Plus, handset-specific versions ensure the best possible game experience in terms of graphics, sound, and speed on all BREW

handsets. With licensed golfers, authentic PGA TOUR courses, and Tiger Woods himself, Tiger Woods PGA TOUR 06 for mobile challenges you to call out your rivals and prove yourself to be the greatest golfer ever.

About Electronic Arts

Electronic Arts (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 and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2005, EA posted revenues of \$3.1 billion and had 31 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>.

About Amp'd Mobile

Amp'd Mobile is the first integrated mobile entertainment company for youth, young professionals and early adopters, and the only 3G carrier in the US specifically targeting youth and young professionals. By leveraging the power of broadband wireless (EVDO), Amp'd offers traditional services such as voice and text within a completely fresh user interface designed specifically for the "mobile graduate" and third-generation (3G) technology. With a myriad of customizable options to meet each person's individual needs, as well as strategic alliances with top entertainment properties MTVN and Universal Music Group, Amp'd brings a more relevant, personal experience to the wireless lifestyle with unique music, video, community, entertainment, sports and gaming offerings divided into various channels for quick and easy access. Offered nationwide, more information can be found at www.ampd.com.

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