ELECTRONIC ARTS

William Blair Growth Stock Conference

June 14, 2011

Safe Harbor Statement

Please review our risk factors on Form 10-K filed with the SEC.

Some statements set forth in this document, including the estimates relating to EA's fiscal year 2012 guidance information and fiscal year 2012 titles 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 preliminary estimates and expectations based on current information and are subject to business and economic 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: sales of the Company's titles; the Company's ability to manage expenses; the competition in the interactive entertainment industry; the effectiveness of the Company's sales and marketing programs; timely development and release of Electronic Arts' products; the consumer demand for, and the availability of an adequate supply of console hardware units; the Company's ability to predict consumer preferences among competing platforms; the Company's ability to service and support digital product offerings; the general health of the U.S. and global economy and the related impact on discretionary consumer spending; fluctuations in foreign exchange rates; the financial impact of acquisitions by EA; the Company's ability to realize the anticipated benefits of acquisitions; the seasonal and cyclical nature of the interactive game segment; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; the performance of strategic investments; the impact of certain accounting requirements; adoption of new accounting regulations and standards; regulation of the Company's activities in key territories; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; the Company's relationship with key customers and other business partners, and other factors described in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2011.

These forward-looking statements are valid as of June 14, 2011 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements

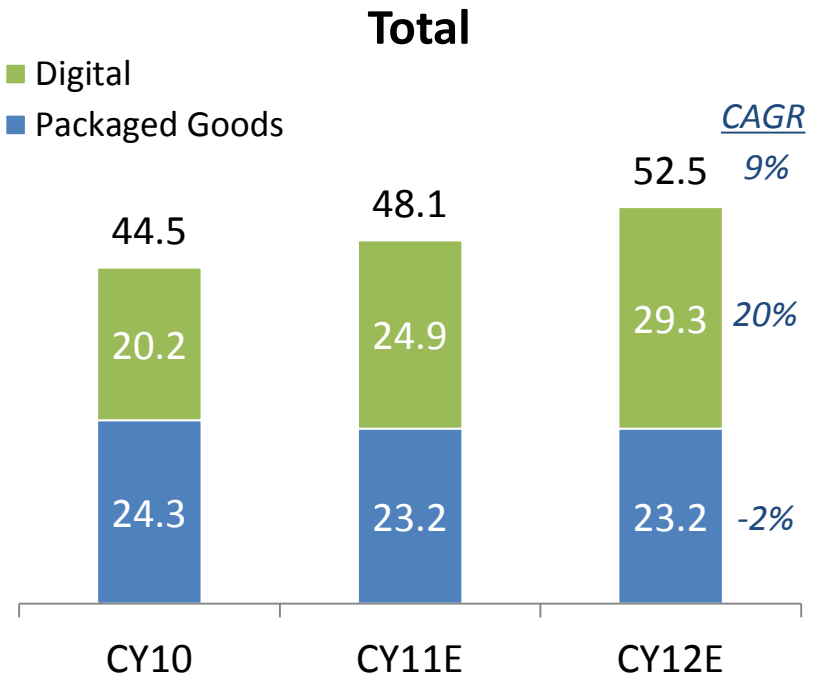
In addition, this presentation includes various third party estimates regarding the total available segment and other measures, which do not necessarily reflect the view of Electronic Arts. Further, Electronic Arts does not guarantee the accuracy or reliability of any such information or forecast.

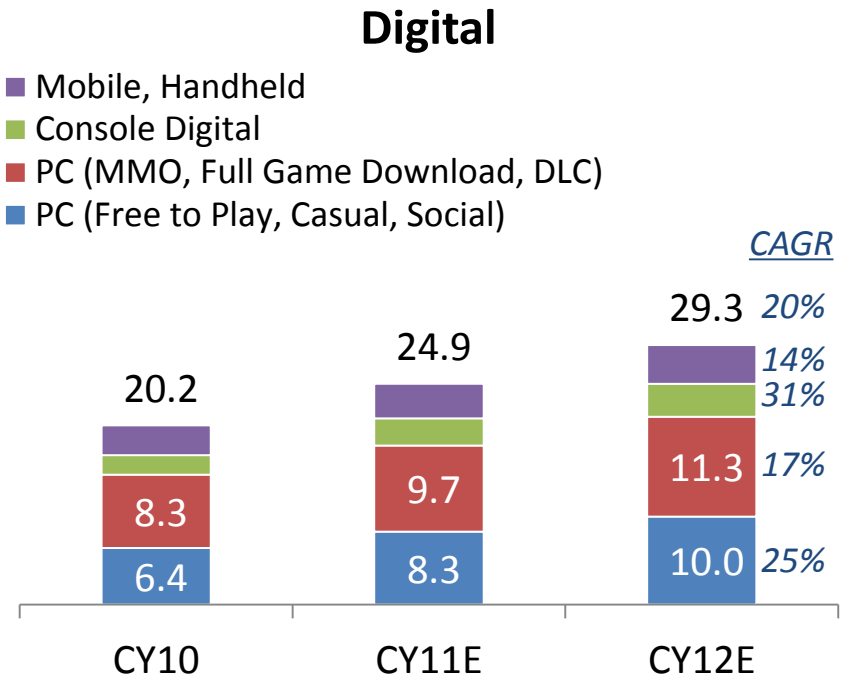
Agenda

- **Interactive Entertainment Trends**
- **EA Summary**
  - Mega Franchises – FIFA and Battlefield
- **FY 2012 Strategy and Game Changers**

Interactive Entertainment

($, billions) Calendar Year Basis, Worldwide



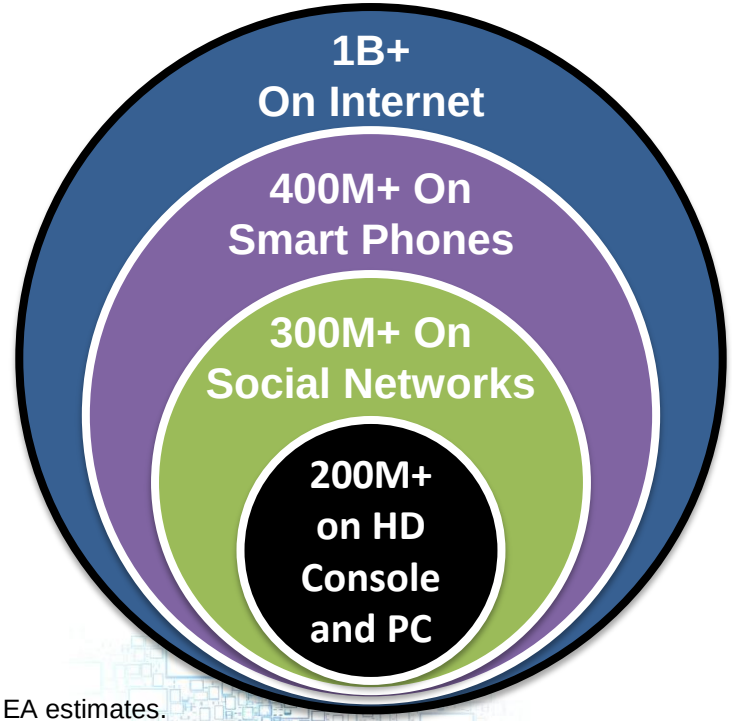


Source: EA estimates.

Gamers, Worldwide

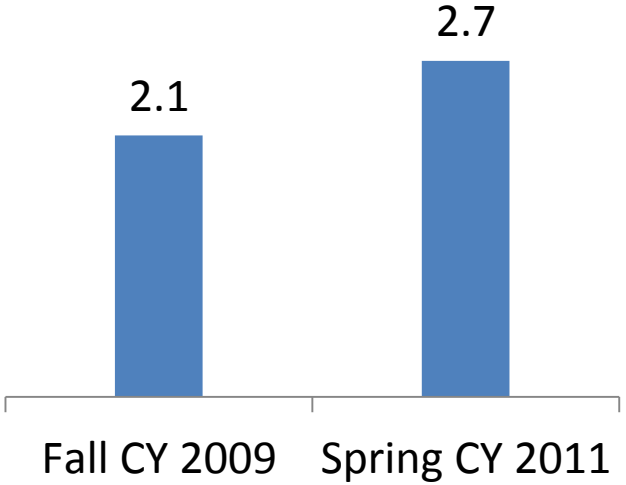
From 200 Million on Console to Over 1 Billion on Multiple Devices

Worldwide Gamers: From 200 Million to Over 1 Billion on Multiple Devices



Source: EA estimates.

Average Devices per Gamer



Source: GameVision 2011. US user data.

EA SUMMARY

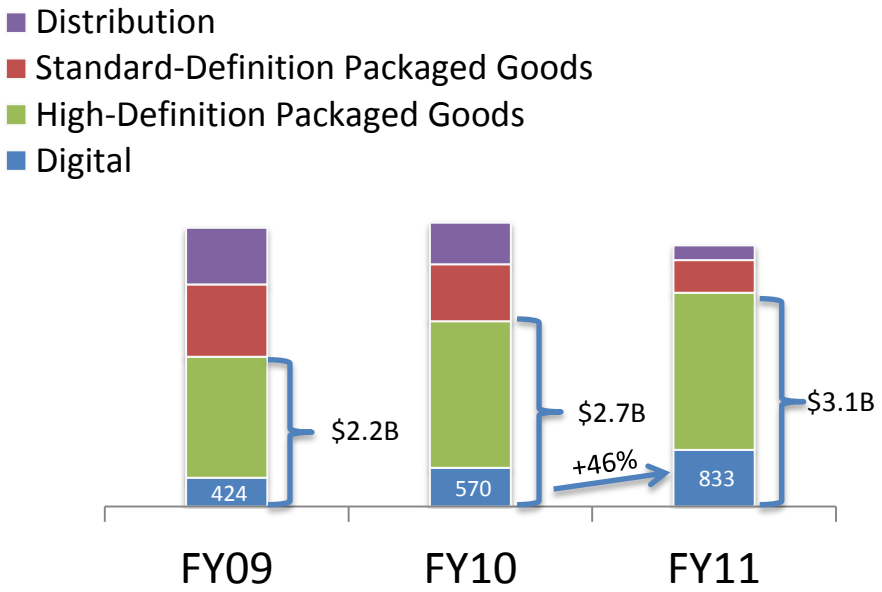
Strategy – thru Fiscal 2011

- **Fewer, better, bigger**
- **Build digital**
- **Cost**

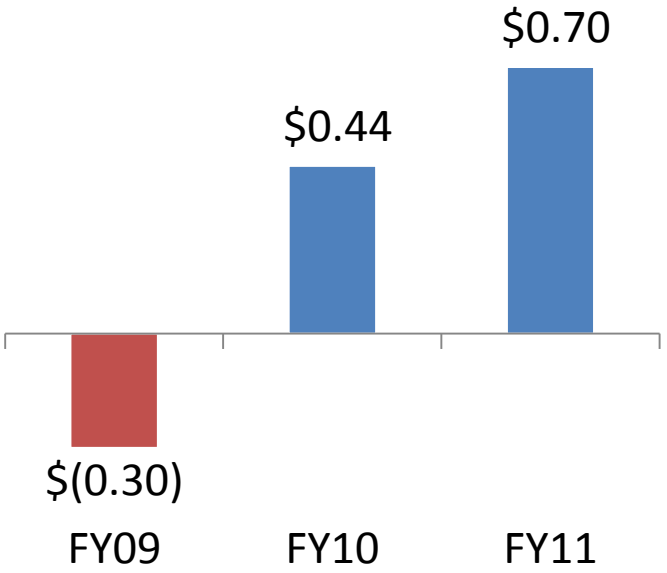
Increasing HD and Digital Revenue

Drive EPS Growth

EA Non-GAAP Revenue



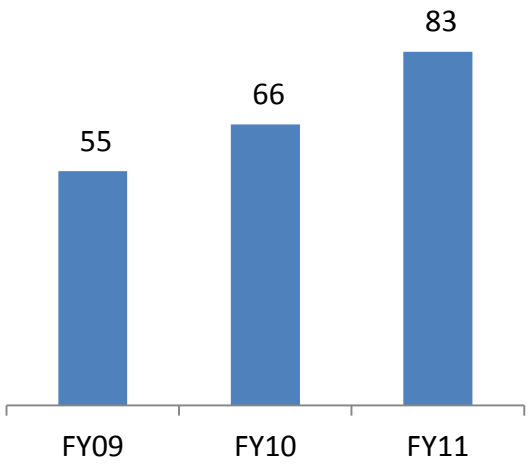
Non-GAAP EPS



Improving Portfolio

Increasing Quality, Increasing Revenue

Average Net Non-GAAP Packaged Goods Revenue Per Title



Rising Scores [1]

Madden NFL 08	80	*Madden NFL 11*	84
NHL 08	79	*NHL 11*	88
FIFA 08	80	*FIFA 11*	87
Mass Effect	90	*Mass Effect 2*	95
Dragon Age	88	*Dragon Age 2*	81
Battlefield: Bad Company	84	*Battlefield: Bad Company 2*	88
Need For Speed Undercover	63	*Need For Speed Hot Pursuit*	88
Medal of Honor Airborne	75	*Medal of Honor*	74
Dead Space	88	*Dead Space 2*	89

[1] Metacritic scores are as of June 12, 2011 and average PC, Xbox 360, and PS3 only.

EA Position

Western World, Calendar 2010

#1 PC Retail

#1 HD Console

EA STORE™

Top 3 PC Download Store

EA SPORTS FIFA 11 ULTIMATE TEAM

Top 3 PDLC

#1 Mobile & Apple & Reader

pogo

#1 Casual

playfish

#2 Social

BATTLEFIELD heroes

BATTLEFIELD PLAY4FREE

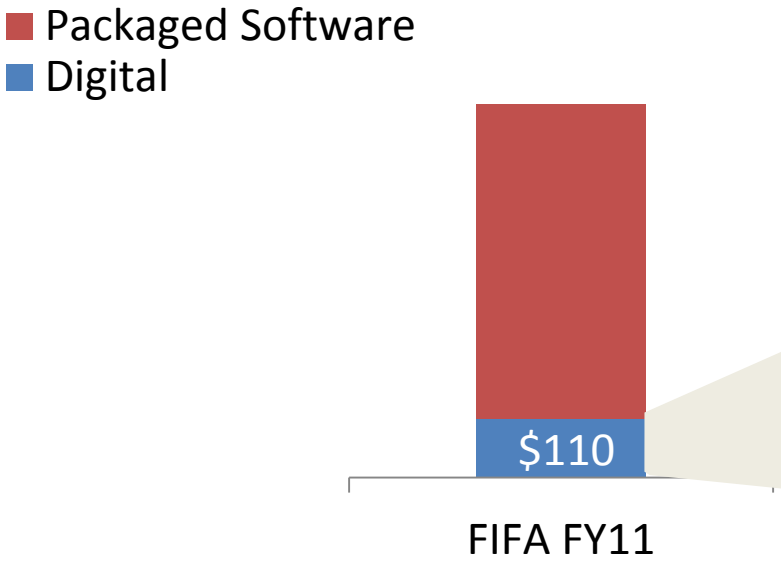
DRAGON AGE LEGENDS

Leading Western MMO & Browser

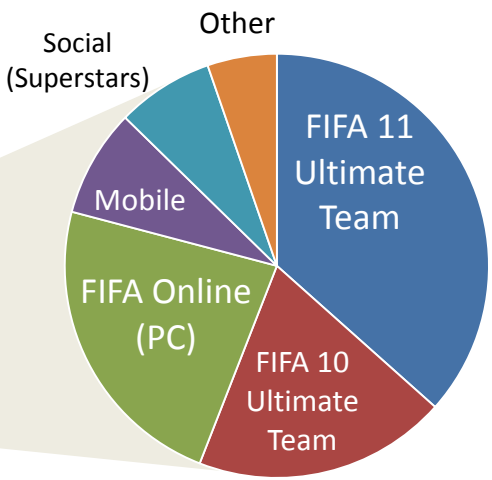
Worldwide FIFA Revenue[1] FY 2011

Over $100 Million in Digital for the Franchise

Total Revenue



FIFA FY11 non-GAAP Digital Revenue



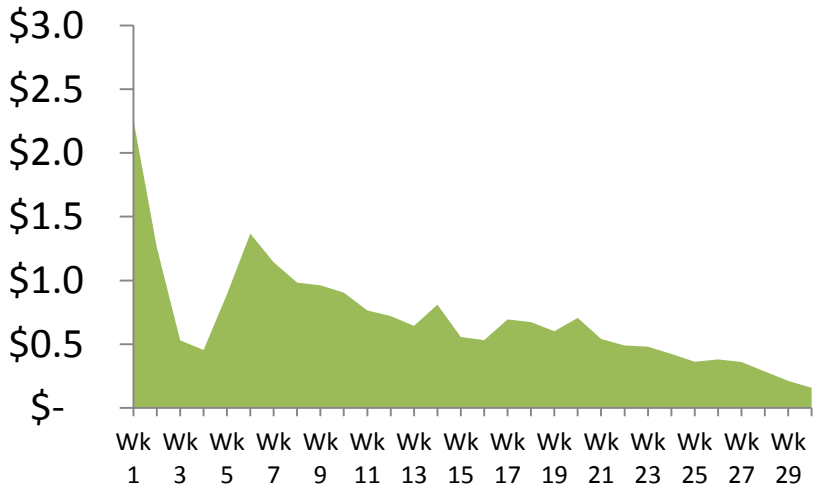
[1] Non-GAAP, $, millions

FIFA 11 Ultimate Team: Connection

New Content Throughout the Season Sustains Engagement

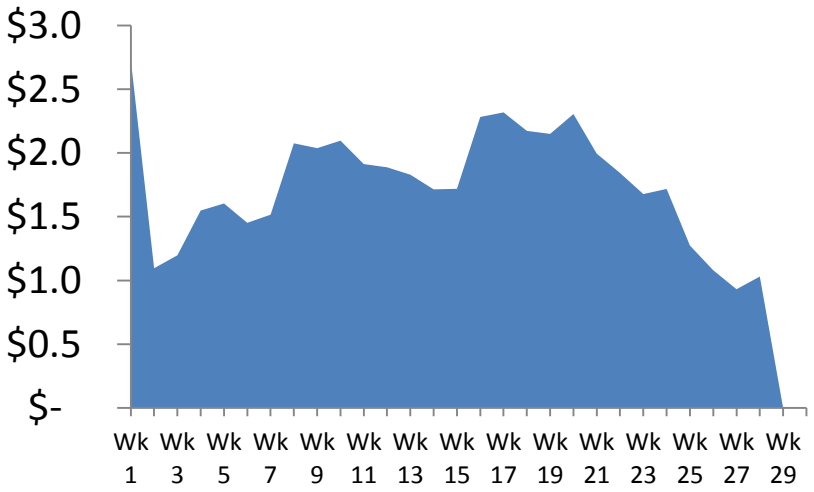
FUT 10 Weekly Net Revenue

(non-GAAP, in millions, by calendar week)



FUT 11 Weekly Net Revenue

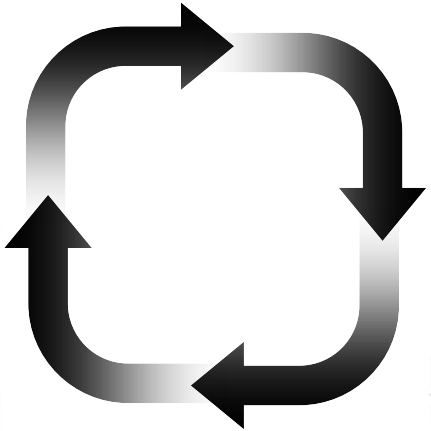
(non-GAAP, in millions, by calendar week)



Note: Data for FUT 10 is from February 2010 to September 2010, data for FUT 11 is from November 2010 to April 2011.

Battlefield

Digital Starts With a Disc

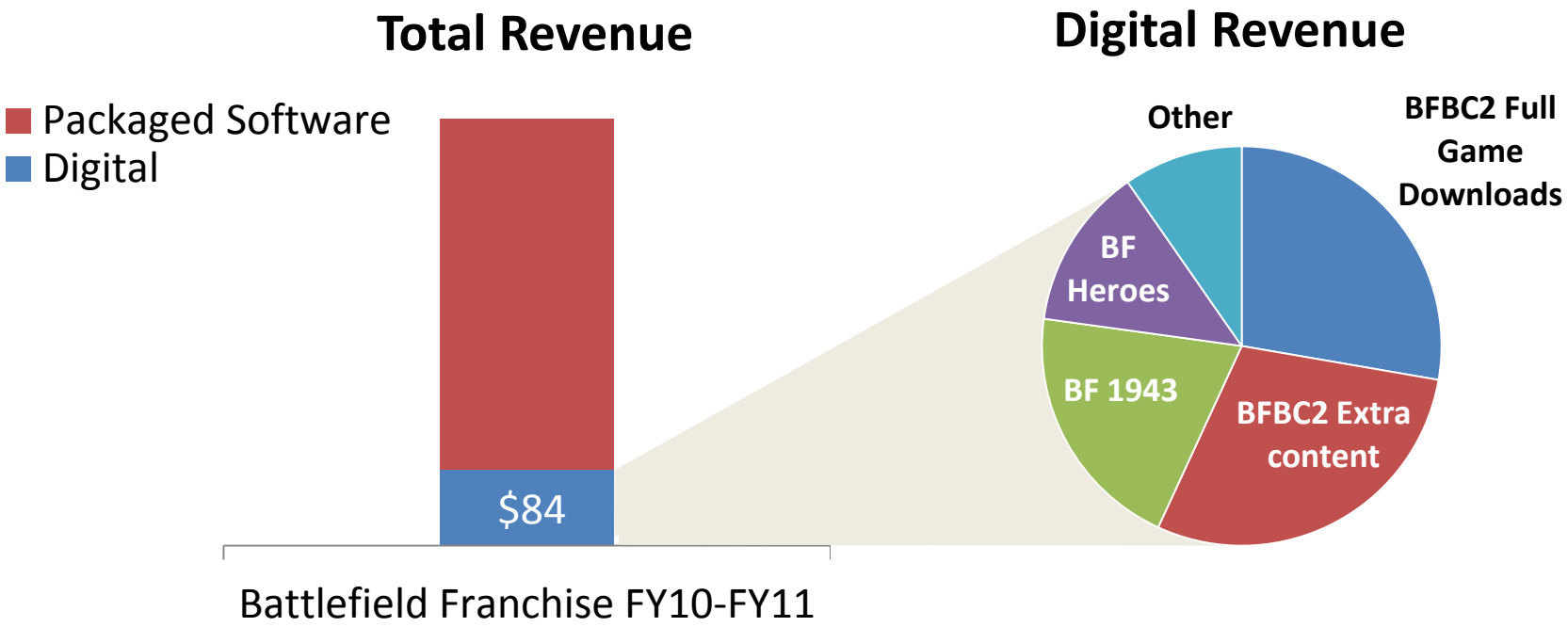


BATTLEFIELD heroes

BATTLEFIELD PLAY4FREE

Battlefield Franchise

Non-GAAP Revenue[1], Life to Date, FY10 and FY11



[1] $, millions

Strategy – Fiscal 2012+

- **Intellectual Property**
- **Platform**
- **Talent**

Strategy – Fiscal 2012+

- **Intellectual Property**
  - Game changers: *Battlefield 3, NFS The Run, Mass Effect 3*
- **Platform**
- **Talent**

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  - Game changers: SWTOR, Origin, The Sims Social
- **Talent**

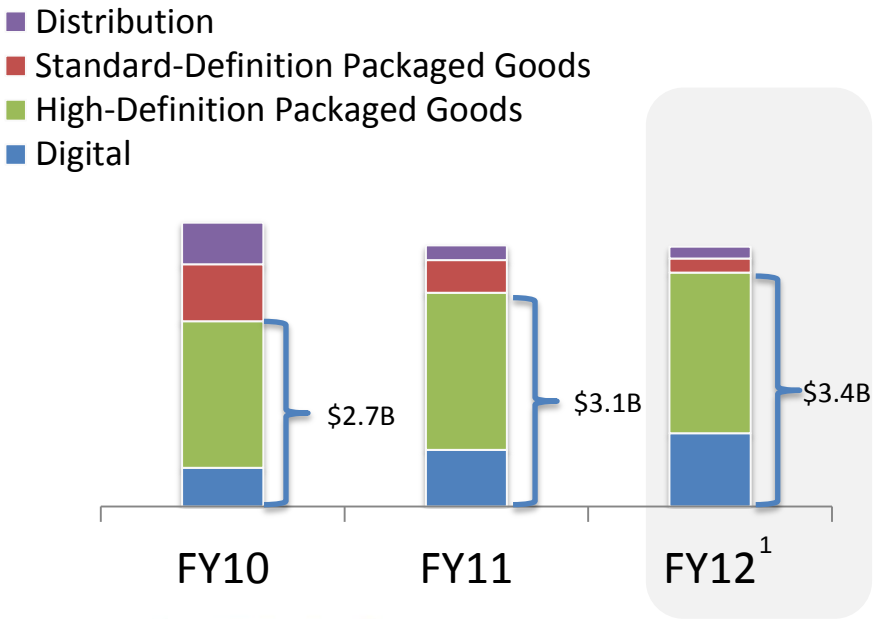
Strategy – Fiscal 2012+

- **Intellectual Property**
  - Game changers: *Battlefield 3, NFS The Run, Mass Effect 3*
- **Platform**
  - Game changers: SWTOR, Origin, The Sims Social
- **Talent**
  - Game changers: Sims team, Battlefield team, FIFA team

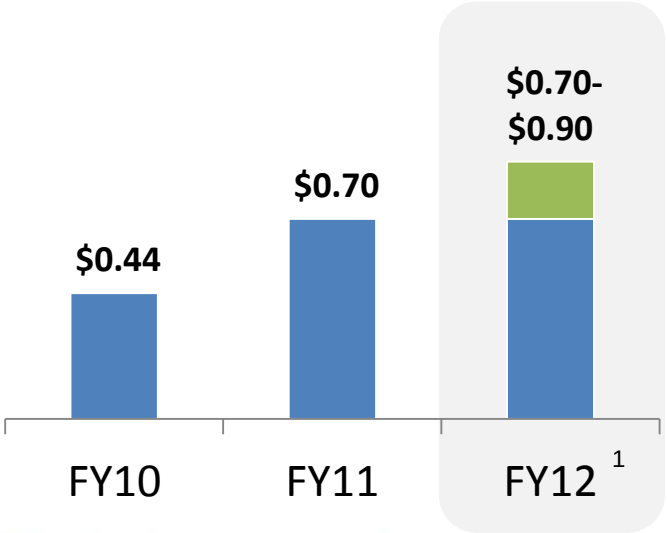
Increasing HD and Digital Revenue

Drive EPS Growth

EA Non-GAAP Revenue



Non-GAAP EPS



[1] At midpoint of non-GAAP FY12 Guidance. These forward-looking statements are valid as of June 14, 2011 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

Q&A