



## **Gamers, Start Your Engines: EA SPORTS NASCAR 07 Now Available for Sprint Wireless Phones**

LOS ANGELES--(BUSINESS WIRE)--Feb. 5, 2007--NASCAR fans nationwide can shift their mobile phones into high gear with the launch of EA SPORTS™ NASCAR 07, available today exclusively on Sprint Nextel wireless phones. Available now for the first time on the mobile platform, NASCAR 07 from Electronic Arts Inc. (NASDAQ:ERTS) features NASCAR's most popular drivers, famous racetracks, realistic graphics and challenging strategy. NASCAR 07 launches today on capable Sprint Nextel wireless phones, and will be available on all other major U.S. mobile carrier networks on March 1st.

"NASCAR is an incredible partner and the sport is a visceral, adrenaline-filled experience that really gets people fired up. For the mobile version of the game, we wanted to capture that spirit of action and intensity," said Travis Boatman, vice president worldwide studios, EA Mobile. "NASCAR 07 delivers gameplay way beyond any other racing title on the platform -- gameplay that will appeal to a wide range of players. If you like racing games, you will enjoy the challenge, and if you're a fan of NASCAR, you will love the authenticity."

Players on the go can choose to enter a quick race or compete in The Chase for the NASCAR NEXTEL Cup, the climactic final 10 races at the end of the NASCAR NEXTEL Cup Series season. Gamers can race on the NASCAR circuit's most legendary tracks, including Daytona International Speedway, Bristol Motor Speedway, Darlington Raceway, Pocono Raceway, Indianapolis Motor Speedway and Talladega Superspeedway. The key to entering Victory Lane is a player's ability to draft off other cars, block potential challengers and keep their car under control at high speeds. Incorporating authentic NASCAR racing elements, drivers whose cars spin out and hit the wall or one of their competitors will incur car damage and are left to limp to the pits for repairs or drop out of the race.

NASCAR 07 also features realistic audio including engine roar, tire squeal, crowd sounds and more. Similar to the guidance that a real NASCAR driver receives while on the track, NASCAR 07 players have spotters to help them skillfully maneuver through race traffic and avoid potential accidents. Driving skills aren't the only keys to success -- players also must manage pit stops and monitor fuel and tire wear levels.

NASCAR 07 also is available for PlayStation 2 computer entertainment system, Xbox® videogame system from Microsoft and PSP (PlayStation®Portable) system.

Standard Sprint data charges apply to all NASCAR 07 downloads. For detailed information on the availability of NASCAR 07 for mobile, visit [www.eamobile.com](http://www.eamobile.com).

### 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 videogame systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under five brand names: EA SPORTS™, EA™, EA MOBILE™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site [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>.

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### About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of

America's premier sports. NASCAR is the No. 1 spectator sport -- holding 17 of the top 20 attended sporting events in the U.S., the No. 2 rated regular season sport on television with broadcasts in more than 150 countries, and has 75 million fans that purchase more than \$2.1 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series, and the NASCAR Craftsman Truck Series) as well as eight regional tours and one local grassroots series. NASCAR sanctions 1,500 races at over 100 tracks in 35 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Bentonville (Ark.), Charlotte, Concord (N.C.), Conover (N.C.), Los Angeles, New York, Mexico City and Toronto.

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