



**Supplemental Information
Third Quarter Fiscal 2010
December 31, 2009**

Supplemental Information

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GAAP to Non-GAAP Results

(in millions, except per share data)

The following tables reconcile the Company's Unaudited Condensed Consolidated Statements of Operations as prepared in accordance with Generally Accepted Accounting Principles ("GAAP") to its non-GAAP Unaudited Condensed Consolidated Statements of Operations. The Company's non-GAAP results exclude the following, if any: acquired in-process technology, amortization of intangibles, certain abandoned acquisition-related costs, the impact of the change in deferred net revenue (packaged goods and digital content), goodwill impairment, loss on lease obligation (G&A), loss on licensed intellectual property commitment (COGS), losses on strategic investments, restructuring charges (which includes \$26 million of stock-based compensation), stock-based compensation, and income tax adjustments. The Company uses a fixed, long-term projected tax rate of 28 percent internally to evaluate its operating performance, to forecast, plan and analyze future periods, and to assess the performance of its management team. Accordingly, the Company has applied the same 28 percent tax rate to its non-GAAP financial results.

Q3 FY10 QTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations (in millions, except per share data)

	Three Months Ended December 31, 2009							
	GAAP Results	Amortization of Intangibles	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Losses on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results
Net revenue	\$ 1,243	\$ -	\$ 103	\$ -	\$ -	\$ -	\$ -	\$ 1,346
Cost of goods sold	654	(2)	-	-	-	-	-	652
Gross profit	589	2	103	-	-	-	-	694
Operating expenses:								
Marketing and sales	208	-	-	-	-	(4)	-	204
General and administrative	84	-	-	-	-	(9)	-	75
Research and development	290	-	-	-	-	(29)	-	261
Amortization of intangibles	14	(14)	-	-	-	-	-	-
Restructuring charges	100	-	-	-	(100)	-	-	-
Total operating expenses	696	(14)	-	-	(100)	(42)	-	540
Operating income (loss)	(107)	16	103	-	100	42	-	154
Losses on strategic investments	(1)	-	-	1	-	-	-	-
Interest and other income, net	(2)	-	-	-	-	-	-	(2)
Income (loss) before provision for (benefit from) income taxes	(110)	16	103	1	100	42	-	152
Provision for (benefit from) income taxes	(28)	-	-	-	-	-	71	43
Net income (loss)	\$ (82)	\$ 16	\$ 103	\$ 1	\$ 100	\$ 42	\$ (71)	\$ 109
Earnings (loss) per share								
Basic	\$ (0.25)							\$ 0.34
Diluted	\$ (0.25)							\$ 0.33
Number of shares used in computation						Number of shares used in computation		
Basic	325					Basic		325
						Diluted		327

Q3 FY09 QTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations (in millions, except per share data)

	Three Months Ended December 31, 2008									
	GAAP Results	Acquired In- Process Technology	Amortization of Intangibles	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Goodwill Impairment	Losses on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results
Net revenue	\$ 1,654	\$ -	\$ -	\$ 88	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,742
Cost of goods sold	925	-	(4)	-	-	-	-	-	-	921
Gross profit	729	-	4	88	-	-	-	-	-	821
Operating expenses:										
Marketing and sales	250	-	-	-	-	-	-	(5)	-	245
General and administrative	82	-	-	-	-	-	-	(11)	-	71
Research and development	299	-	-	-	-	-	-	(28)	-	271
Acquired in-process technology	1	(1)	-	-	-	-	-	-	-	-
Amortization of intangibles	15	-	(15)	-	-	-	-	-	-	-
Goodwill impairment	368	-	-	-	(368)	-	-	-	-	-
Restructuring charges	18	-	-	-	-	-	(18)	-	-	-
Total operating expenses	1,033	(1)	(15)	-	(368)	-	(18)	(44)	-	587
Operating loss	(304)	1	19	88	368	-	18	44	-	234
Losses on strategic investments	(27)	-	-	-	-	27	-	-	-	-
Interest and other income, net	14	-	-	-	-	-	-	-	-	14
Income (loss) before provision for income taxes	(317)	1	19	88	368	27	18	44	-	248
Provision for income taxes	324	-	-	-	-	-	-	-	(255)	69
Net loss	\$ (641)	\$ 1	\$ 19	\$ 88	\$ 368	\$ 27	\$ 18	\$ 44	\$ 255	\$ 179
Earnings (loss) per share										
Basic	\$ (2.00)									\$ 0.56
Diluted	\$ (2.00)									\$ 0.56
Number of shares used in computation										
Basic	321									321
Diluted										322

Q3 FY10 YTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations (in millions, except per share data)

	Nine Months Ended December 31, 2009									
	GAAP Results	Amortization of Intangibles	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Lease Obligation (G&A)	Loss on Licensed Intellectual Property Commitment (COGS)	Losses on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results
Net revenue	\$ 2,675	\$ -	\$ 634	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,309
Cost of goods sold	1,568	(8)	-	-	2	-	-	(1)	-	1,561
Gross profit	1,107	8	634	-	(2)	-	-	1	-	1,748
Operating expenses:										
Marketing and sales	559	-	-	-	-	-	-	(12)	-	547
General and administrative	241	-	-	(14)	-	-	-	(24)	-	203
Research and development	918	-	-	-	-	-	-	(82)	-	836
Amortization of intangibles	38	(38)	-	-	-	-	-	-	-	-
Restructuring charges	120	-	-	-	-	-	(120)	-	-	-
Total operating expenses	1,876	(38)	-	(14)	-	-	(120)	(118)	-	1,586
Operating income (loss)	(769)	46	634	14	(2)	-	120	119	-	162
Losses on strategic investments	(25)	-	-	-	-	25	-	-	-	-
Interest and other income, net	8	-	-	-	-	-	-	-	-	8
Income (loss) before provision for (benefit from) income taxes	(786)	46	634	14	(2)	25	120	119	-	170
Provision for (benefit from) income taxes	(79)	-	-	-	-	-	-	-	127	48
Net income (loss)	\$ (707)	\$ 46	\$ 634	\$ 14	\$ (2)	\$ 25	\$ 120	\$ 119	\$ (127)	\$ 122
Earnings (loss) per share										
Basic	\$ (2.18)									\$ 0.38
Diluted	\$ (2.18)									\$ 0.37
Number of shares used in computation								Number of shares used in computation		
Basic	324							Basic		324
								Diluted		326

Q3 FY09 YTD Reconciliation

GAAP to Non-GAAP Unaudited Condensed Consolidated Statement of Operations (in millions, except per share data)

	Nine Months Ended December 31, 2008										
	GAAP Results	Acquired In-Process Technology	Amortization of Intangibles	Certain Abandoned Acquisition-Related Costs	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Goodwill Impairment	Losses on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results
Net revenue	\$ 3,352	\$ -	\$ -	\$ -	\$ 125	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,477
Cost of goods sold	1,778	-	(11)	-	-	-	-	-	(1)	-	1,766
Gross profit	1,574	-	11	-	125	-	-	-	1	-	1,711
Operating expenses:											
Marketing and sales	575	-	-	-	-	-	-	-	(15)	-	560
General and administrative	258	-	-	-	-	-	-	-	(34)	-	224
Research and development	1,027	-	-	-	-	-	-	-	(97)	-	930
Acquired in-process technology	3	(3)	-	-	-	-	-	-	-	-	-
Amortization of intangibles	46	-	(46)	-	-	-	-	-	-	-	-
Certain abandoned acquisition-related costs	21	-	-	(21)	-	-	-	-	-	-	-
Goodwill impairment	368	-	-	-	-	(368)	-	-	-	-	-
Restructuring charges	41	-	-	-	-	-	(41)	-	-	-	-
Total operating expenses	2,339	(3)	(46)	(21)	-	(368)	(41)	(41)	(146)	-	1,714
Operating loss	(765)	3	57	21	125	368	-	41	147	-	(3)
Losses on strategic investments	(67)	-	-	-	-	-	67	-	-	-	-
Interest and other income, net	36	-	-	-	-	-	-	-	-	-	36
Income (loss) before provision for (benefit from) income taxes	(796)	3	57	21	125	368	67	41	147	-	33
Provision for (benefit from) income taxes	250	-	-	-	-	-	-	-	-	(241)	9
Net loss	\$ (1,046)	\$ 3	\$ 57	\$ 21	\$ 125	\$ 368	\$ 67	\$ 41	\$ 147	\$ 241	\$ 24
Loss per share											
Basic	\$ (3.28)										\$ 0.08
Diluted	\$ (3.28)										\$ 0.07
Number of shares used in computation											
Basic	319										319
											Diluted
											325

Trailing Twelve Month Segment Shares

North America and Europe

	FY09		FY10		
	Q3	Q4	Q1	Q2	Q3
North America ⁽¹⁾					
Xbox 360™	29%	27%	27%	26%	26%
PlayStation®3	27	24	25	25	24
PlayStation®2	26	25	25	23	20
Wii™	13	14	15	16	14
NDS™	6	6	7	7	6
PSP™	21	21	22	21	19
PC	28	28	32	28	33
Total North America	20%	19%	20%	20%	19%
Europe ⁽²⁾					
Xbox 360™	19%	19%	21%	20%	21%
PlayStation®3	19	17	19	20	20
PlayStation®2	20	20	20	20	20
Wii™	7	7	8	10	10
NDS™	7	7	6	7	5
PSP™	24	24	23	24	20
PC	29	28	32	31	33
Total Europe	16%	15%	16%	17%	17%
Total NA + EU	18%	17%	18%	18%	18%

* Trailing Twelve Months

(1) North America platform share information is based on NPD TRSTS data.

(2) Europe platform share information is based on EA estimates as no services comparable to NPD TRSTS exist in Europe.

Q4 FY10 Financial Guidance Summary

Q4 FY10 Guidance Summary

(\$ in Millions, except per share data)

	GAAP	Non-GAAP
Net Revenue	\$925 M to \$1.0 BN	\$800 M to \$850 M
Operating Expenses	\$625 M to \$640 M	\$520 M to \$535 M
Income Tax Expense (Benefit) *	\$0 to \$10 M	28%
Diluted EPS	\$0.05 to \$0.23	\$0.02 to \$0.06
Share Count (MM)	328	328

* GAAP tax benefit excludes the impact of tax-related charges that may arise in connection with the Playfish integration.

Q1 FY11 Financial Guidance Summary

Q1 FY11 Guidance Summary

(\$ in Millions, except per share data)

	GAAP	Non-GAAP
Net Revenue	\$710 M to \$750 M	\$460 M to \$500 M
Diluted EPS (Loss per share)	(\$0.05) to \$0.05	(\$0.40) to (\$0.35)
Share Count (MM) - Loss	327	327
Share Count (MM) - Profit	329	NA

FY11 Financial Guidance Summary

FY11 Guidance Summary

(\$ in Millions, except per share data)

	GAAP	Non-GAAP
Net Revenue	\$3.45 BN to \$3.70 BN	\$3.65 BN to \$3.90 BN
Gross Margin - %	57% to 58%	60%
Operating Expenses	~ \$2.3 BN	~ \$2 BN
Other Income & Expense	Not provided	~ \$5 M
Income Tax Expense (Benefit)	\$30 M to \$40 M	28%
Diluted EPS (Loss per share)	(\$0.90) to (\$0.60)	\$0.50 to \$0.70
Share Count (MM)	328	330

Fiscal 2011 Non-GAAP Revenue Phasing:

Q1: approximately 13%

Q2: approximately 25%

Q3: approximately 40%

Q4: approximately 20% to 25%

Q4 FY10 Slate

	PS2	PS3	XB2	Wii	PC	PSP	NDS	Total
ARMY OF TWO: THE 40th DAY		X	X			X		3
Battlefield Asia Online					X			1
Battlefield: Bad Company 2		X	X		X			3
Command & Conquer 4: Tiberian Twilight					X			1
Dante's Inferno		X	X			X		3
Flips Bubonic Builders (UK)							X	1
Flips the Enchanted Wood (UK)							X	1
Flips the Magic Faraway Tree (UK)							X	1
Flips Percy Jackson (UK)							X	1
Flips Terror in Cubicle Four (UK)							X	1
Lord of Ultima					X			1
Mass Effect 2			X		X			2
Tiger Woods PGA TOUR Online					X			1
Total EA SKUs	0	3	4	0	6	2	5	20

Non-GAAP Financial Measures

To supplement the Company's unaudited condensed consolidated financial statements presented in accordance with GAAP, Electronic Arts uses certain non-GAAP measures of financial performance. The presentation of these non-GAAP financial measures is not intended to be considered in isolation from, as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with the Company's results of operations as determined in accordance with GAAP. The non-GAAP financial measures used by Electronic Arts include: non-GAAP net revenue, non-GAAP gross profit, non-GAAP operating income (loss), non-GAAP net income (loss) and historical and estimated non-GAAP diluted earnings (loss) per share. These non-GAAP financial measures exclude the following items, as applicable in a given reporting period, from the Company's unaudited condensed consolidated statements of operations:

- Acquired in-process technology
- Amortization of intangibles
- Certain abandoned acquisition-related costs
- Change in deferred net revenue (packaged goods and digital content)
- Goodwill impairment
- Loss on lease obligation and facilities acquisition
- Loss on licensed intellectual property commitment
- Losses (gains) on strategic investments
- Restructuring charges
- Stock-based compensation
- Income tax adjustments

Electronic Arts may consider whether other significant non-recurring items that arise in the future should also be excluded in calculating the non-GAAP financial measures it uses.

Electronic Arts believes that these non-GAAP financial measures, when taken together with the corresponding GAAP financial measures, provide meaningful supplemental information regarding the Company's performance by excluding certain items that may not be indicative of the Company's core business, operating results or future outlook. Electronic Arts' management uses, and believes that investors benefit from referring to, these non-GAAP financial measures in assessing the Company's operating results both as a consolidated entity and at the business unit level, as well as when planning, forecasting and analyzing future periods. These non-GAAP financial measures also facilitate comparisons of the Company's performance to prior periods. In its earnings press release dated February 8, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP financial measures.

Safe Harbor Statement

Some statements set forth in this document, including the estimates relating to EA's fiscal years 2010 and 2011 guidance information 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 general health of the U.S. and global economy and the related impact on discretionary consumer spending; fluctuations in foreign exchange rates; consumer spending trends; 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 (including the Xbox 360® video game and entertainment system, the PLAYSTATION®3 computer entertainment system and the Wii™); the Company's ability to predict consumer preferences among competing hardware platforms; the financial impact of the Playfish acquisition and potential future 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, such as the Company's ability to estimate and recognize goodwill impairment charges and make tax valuation allowances; 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; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; the stability of the Company's key customers, and other factors described in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2009. These forward-looking statements speak only as of February 8, 2010. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements. In addition, the preliminary financial results set forth in this document are estimates based on information currently available to Electronic Arts. While Electronic Arts believes these estimates are meaningful, they could differ from the actual amounts that Electronic Arts ultimately reports in its Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2009. Electronic Arts assumes no obligation and does not intend to update these estimates prior to filing its Form 10-Q for the fiscal quarter ended December 31, 2009.