

EA IR Summary Sheet, as of Nov. 2, 2010



All data and comments, including forward-looking information, are current as of Nov. 2, 2010 only. Electronic Arts undertakes no duty to update or revise any forward-looking information contained herein. This is a summary document only. For more detailed information, please refer to Electronic Arts' earnings release dated November 2, 2010 and the Company's reports and filings with the SEC.

Stock Information

Electronic Arts Inc.	NASDAQ: ERTS
Price per share as of Nov. 3, 2010	\$15.50
Diluted Shares Outstanding	333M
Market Capitalization	\$5.2B
Enterprise Value	\$3.5B
Fiscal Year End	March 31

Investor.EA.com

Peter Ausnit
VP, Investor Relations
(650) 628-7327
PAusnit@EA.com

Mary Vegh
IR Manager
(650) 628-3916
MVegh@EA.com

Segment Trends

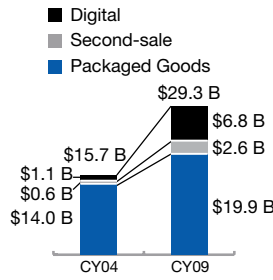
Expanding core game platforms



Proliferating casual game platforms

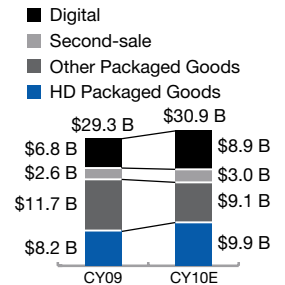


Long Term Western Game Trends



Source: EA Estimates

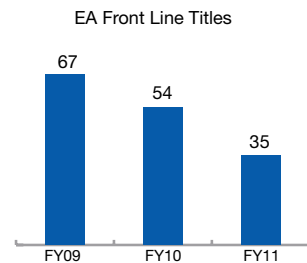
Year-over-Year Western Game Trends



Source: EA Estimates

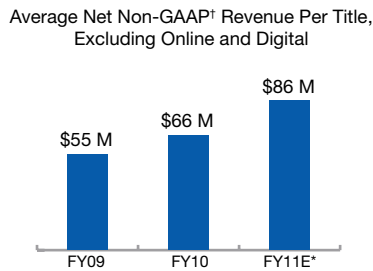
Driving Packaged Goods Hits

Fewer



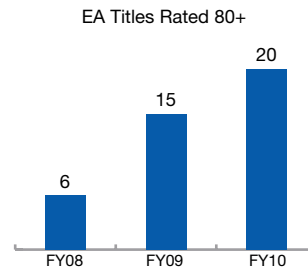
Note: Including distribution

Bigger



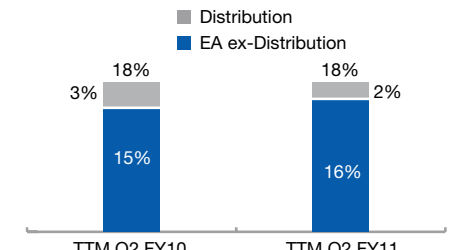
* Assumes midpoint of guidance

Better



Source: Metacritic

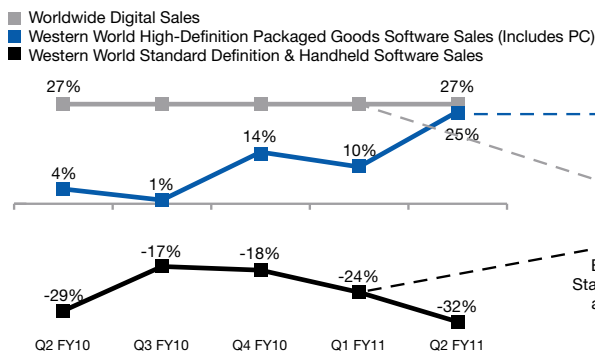
EA Share, TTM



Note: Western Markets
Source: EA Estimates

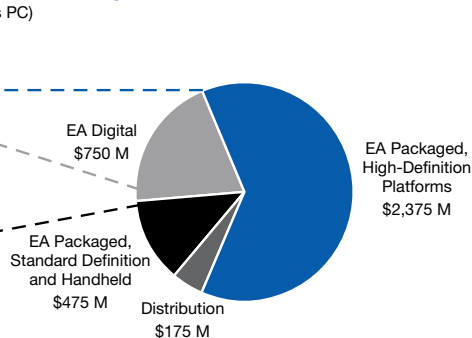
Focus on High Definition Platforms and Digital

Year-Over-Year Segment Growth

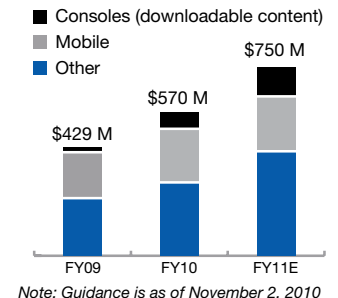


Source: EA estimates. Note, worldwide digital growth is estimated at 25% to 30% on an annualized basis.

EA FY11 Estimated Revenue Breakdown at Midpoint of Non-GAAP Guidance



EA FY11 Digital revenue** growth plan



Note: Guidance is as of November 2, 2010

** On a non-GAAP basis. In its earnings release dated November 2, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP financial measure.

Q2 Financial Summary

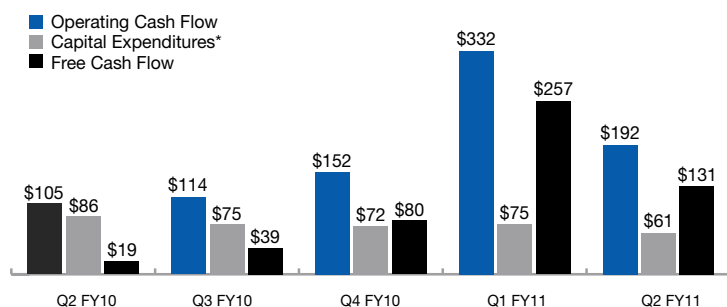
	Q2 FY10		Q2 FY11	
	GAAP	Non-GAAP†	GAAP	Non-GAAP†
Net revenue	\$788	\$1,147	\$631	\$884
Net revenue at Q2 FY10 FX rates			\$643	\$907
Gross profit margin	24.7%	48.4%	42.5%	59.2%
Diluted EPS	(\$1.21)	\$0.06	(\$0.61)	\$0.10
Headcount	8,829		7,820	
Headcount in low cost locations	21%		22%	
Operating cash flow	\$6		(\$134)	
TTM operating cash flow	\$105		\$192	

* millions, or "M" except per share amounts

Trailing Twelve Month Financial Summary

	Q2 FY10		Q2 FY11	
	GAAP	Non-GAAP†	GAAP	Non-GAAP†
Net revenue	\$3.946 B	\$4.314 B	\$3.668 B	\$3.619 B
Gross profit margin	44.6%	50.5%	58.1%	57.8%
Marketing and sales expense	18.2%	16.2%	18.5%	18.3%
General and administrative expense	7.9%	6.0%	8.6%	7.6%
Research and development expense	32.0%	26.5%	31.5%	28.6%
Operating margin	(26.1%)	1.8%	(4.9%)	3.3%
Net margin	(33.1%)	1.7%	(4.3%)	2.4%

Improving Cash Flow



* millions, or "M" except per share amounts

Strong Balance Sheet

	Sept. 30, 2009	Sept. 30, 2010
Total Cash, Short-Term Investments, and Marketable Securities	\$2,012 M	\$1,657 M
Debt	—	—
Inventories	\$250 M	\$155 M
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	10%	11%
Trailing nine month non-GAAP revenue	8%	7%

Q3 FY11, Ending Dec. 31, 2010, Guidance, as of Nov. 2, 2010

	GAAP	Non-GAAP†
Net Revenue	\$940 M to \$1,065 M	\$1.375 B to \$1.5 B
Gross Profit Margin	39% to 40%	Approximately 58%
Operating Expense	\$638 M to \$653 M	\$575 M to \$590 M
Tax Expense / (Benefit)	Approximately \$10 M	\$64 M to \$78 M
Net Income / (Loss)	(\$282 M) to (\$232 M)	\$166 M to \$202 M
Earnings Per Share / (Loss)	(\$0.85) to (\$0.70)	\$0.50 to \$0.60
Basic Shares	Approximately 331 M	Approximately 334 M

Q4 FY11, Ending March 31, 2011 Guidance, as of Nov. 2, 2010

	GAAP	Non-GAAP†
Net Revenue	\$960 M to \$1,085 M	\$850 M to \$975 M
Gross Profit Margin	66% to 67%	63% to 64%
Operating Expense	\$538 M to \$553 M	\$480 M to \$500 M
Tax Expense / (Benefit)	Approximately \$10 M	\$17 M to \$30 M
Net Income / (Loss)	\$100 M to \$151 M	\$45 M to \$78 M
Earnings Per Share / (Loss)	\$0.30 to \$0.45	\$0.13 to \$0.23
Basic Shares	Approximately 335 M	Approximately 335 M

Full Year FY11 Guidance, as of Nov. 2, 2010

	GAAP	Non-GAAP†
Revenue		
Publishing and Other revenue	\$2.475 B - \$2.725 B	\$2.725 B - \$2.975 B
Distribution revenue	More than \$175 M	More than \$175 M
Digital revenue	Approximately \$700 M	Approximately \$750 M
Total	\$3.35 B - \$3.60 B	\$3.65 B - \$3.90 B
Gross Profit Margin	Approximately 56%	Approximately 60%
Operating Expense	Approximately \$2.2 B	Approximately \$2.0 B
Tax Expense	Approximately \$0 M	\$65 M - \$91 M
Net Income / (Loss)	(\$280 M) - (\$182 M)	\$167 M - \$234 M
Earnings Per Share / (Loss)	(\$0.85) - (\$0.55)	\$0.50 - \$0.70
Diluted Shares	Approximately 330 M	Approximately 334 M
Operating Cash Flow	\$250 M - \$300 M	

† In its earnings release dated November 2, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP financial measure.

This summary sheet contains statements that are forward-looking in nature, including all statements regarding Electronic Arts' fiscal year 2011 performance (which are as of November 2, 2010), and involve a number of risks and uncertainties that may cause actual results to differ significantly from such estimates. Certain of these and other risks are set forth in more detail in "Item 1A: Risk Factors" in Electronic Arts Annual Report on Form 10-K for the fiscal year ended March 31, 2010. Electronic Arts does not assume any obligation to update or revise any such forward-looking statements, whether as the result of new developments or otherwise.

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