

EA IR Summary Sheet, as of May 4, 2011



All data and comments, including forward-looking information, are current as of May 4, 2011 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 May 4, 2011 and the Company's reports and filings with the SEC.

Stock Information

Electronic Arts Inc.	NASDAQ: ERTS
Price per share as of May 3, 2011	\$20.16
Diluted Shares Outstanding	336M
Market Capitalization	\$6.8B
Enterprise Value	\$4.5B
Fiscal Year End	March 31

Investor.EA.com

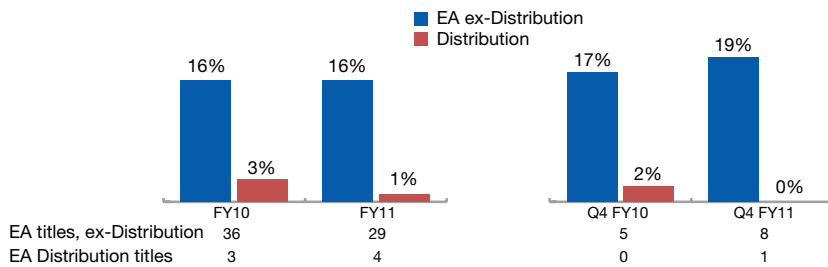
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EA Western World Segment Share, Packaged Goods

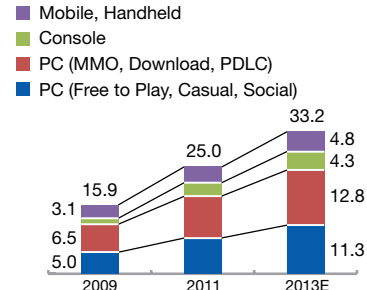
Full Fiscal Year

Quarterly



Source: EA Estimates

Worldwide Digital Growth, Calendar Year Basis

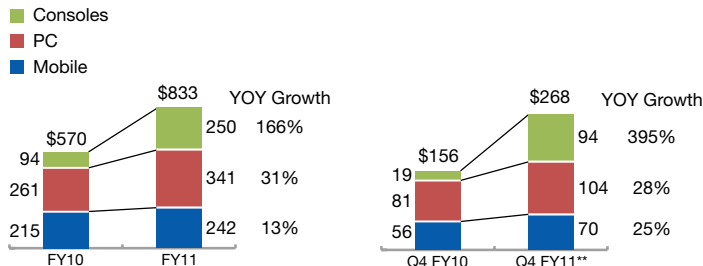


Note: \$, billions
Source: EA estimates.

EA Digital Revenue* by Platform

Trailing Twelve Months

Quarterly

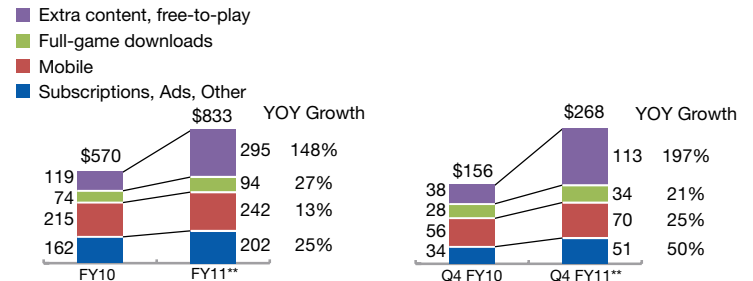


* \$ in millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.
** Q4 FY11 includes approximately \$27 million of digital revenue that the Company does not anticipate in future quarters.

EA Digital Revenue* by Type

Trailing Twelve Months

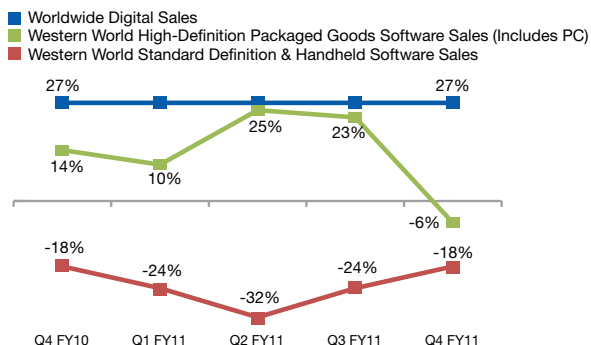
Quarterly



* In millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.
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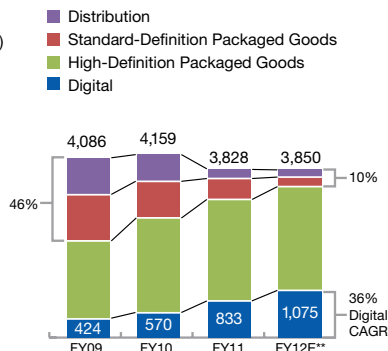
EA Well Positioned

Year-Over-Year Segment Growth



Source: EA estimates.

EA Segment Mix*

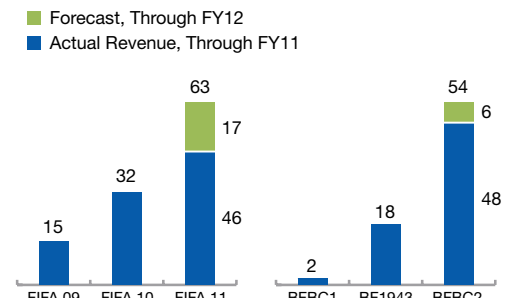


* \$, in millions, on a non-GAAP basis.
** At midpoint of non-GAAP FY12 Guidance. These forward-looking statements are valid as of May 4, 2011 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

EA Digital Revenue* by Title

FIFA Digital Revenue

Battlefield Digital Revenue



* \$, in millions, non-GAAP, as of May 4, 2011, based on actual data through FY11 and projected data through FY12.

Q4 Summary*

Frontline: As expected, driven by *Crysis 2*, *Dead Space 2* and *Dragon Age 2*

Catalogue: Above expectations, led by *FIFA 11* and *Battlefield: Bad Company 2*

Digital:** Above expectations, driven by downloadable content (DLC)

OpEx: Above expectations on higher R&D and compensation

Outlook: FY12 guidance is consistent with prior comments

Capital: Repurchased 3.1 million shares for \$58 million as of March 31, 2011

* On a non-GAAP basis.

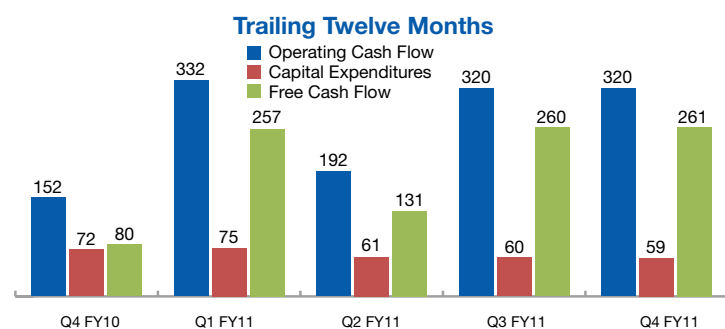
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Margin Structure Trailing Twelve Months

	GAAP		Non-GAAP	
	FY10	FY11	FY10	FY11
Net revenue*	3,654	3,589	4,159	3,828
Gross profit margin	48.9%	58.2%	55.3%	61.2%
Marketing and sales expense	20.0%	20.8%	17.2%	19.0%
General and administrative expense	8.8%	8.4%	6.6%	6.8%
Research and development expense	33.5%	32.1%	26.8%	27.2%
Operating income margin	(18.8%)	(8.7%)	4.7%	8.2%
Net income margin	(18.5%)	(7.7%)	3.5%	6.1%

* \$, in millions.

Cash Flow and Cap Ex*



* \$, in millions. Cap Ex and Free Cash Flow exclude the purchase of EA Redwood Shores in Q2 FY10.

Balance Sheet Highlights

	Mar. 31, 2010	Mar. 31, 2011
Total Cash, Short-Term Investments, and Marketable Securities	1,996	2,237
Debt	—	—
Inventories	100	77
Non-GAAP Days Sales Outstanding (DSO)	45	58
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	10%	13%
Trailing nine month non-GAAP revenue	6%	9%
Shares Repurchased during the Quarter (millions)	—	3.1
Share Repurchase Dollar Amount	—	58
Amount Available for Repurchase	—	542

* \$, in millions, except SRA.

In its earnings release dated May 4, 2011, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measures to the non-GAAP financial measures.

This summary sheet contains statements that are forward-looking in nature, including all statements regarding Electronic Arts' fiscal year 2012 performance (which are as of May 4, 2011), 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 Electronic Arts Annual Report on Form 10-K and Quarterly Report on Form 10-Q. 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.

Q4 Financial Summary

	GAAP		Non-GAAP	
	Q4 FY10	Q4 FY11	Q4 FY10	Q4 FY11*
Net revenue	979	1,090	850	995
Net revenue at Q4 FY10 FX rates		1,101		986
Gross profit margin	69.6%	69.9%	65.2%	67.3%
Diluted EPS	\$0.09	\$0.45	\$0.07	\$0.25
Headcount	7,842	7,645	7,842	7,645
Headcount in low cost locations	22%	22%	22%	22%
Operating cash flow	253	253	253	253
TTM operating cash flow	152	320	152	320
TTM Digital revenue	522	743	570	833

\$, in millions, except per share amounts and headcount.

* Q4 FY11 includes approximately \$27 million of digital revenue that the Company does not anticipate in future quarters.

Q1 FY12, Ending June 30, 2011 Guidance, as of May 4, 2011*

	GAAP	Non-GAAP†
Net Revenue	910–950	460–500
Gross Profit Margin, approximate	75%–76%	54%
Operating Expense, approximate	530	470
Tax Expense / (Benefit)	12	(63)–(56)
Net Income / (Loss)	148–177	(161)–(144)
Earnings Per Share / (Loss)	\$0.44–\$0.53	(\$0.49)–(\$0.44)
Diluted Shares (millions)	334	330

* \$, in millions, except per share amounts.

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Full Year FY12 Guidance, as of May 4, 2011*

	GAAP	Non-GAAP†
Revenue		
Publishing and Other revenue	2,500–2,650	2,500–2,650
Distribution revenue	200	200
Digital revenue	1,000–1,050	1,050–1,100
Total revenue	3,700–3,900	3,750–3,950
Gross Profit Margin, approximate	62%	62%–63%
Operating Expense, approximate	2,250	2,050
Tax Expense	Approximately 50	90–115
Net Income	0–91	230–296
Earnings Per Share	\$0.00–\$0.28	\$0.70–\$0.90
Diluted Shares (millions)	329	329
Operating Cash Flow	250–300	250–300

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