

Eric Brown
Chief Financial Officer



E3 Analyst Breakfast
Los Angeles, CA
June 3, 2009

Safe Harbor Statement

During the course of this meeting – EA may make forward-looking statements regarding future events and the future financial performance of the company. We caution you that actual events and results may differ materially. We refer you to EA's most recent Form 10-K for a discussion of risk factors that could cause actual results to differ materially from those discussed today. EA makes these statements as of June 3, 2009 and disclaims any duty to update them.

Electronic Arts

The Interactive Entertainment Segment is Expected to Grow in Calendar 2009

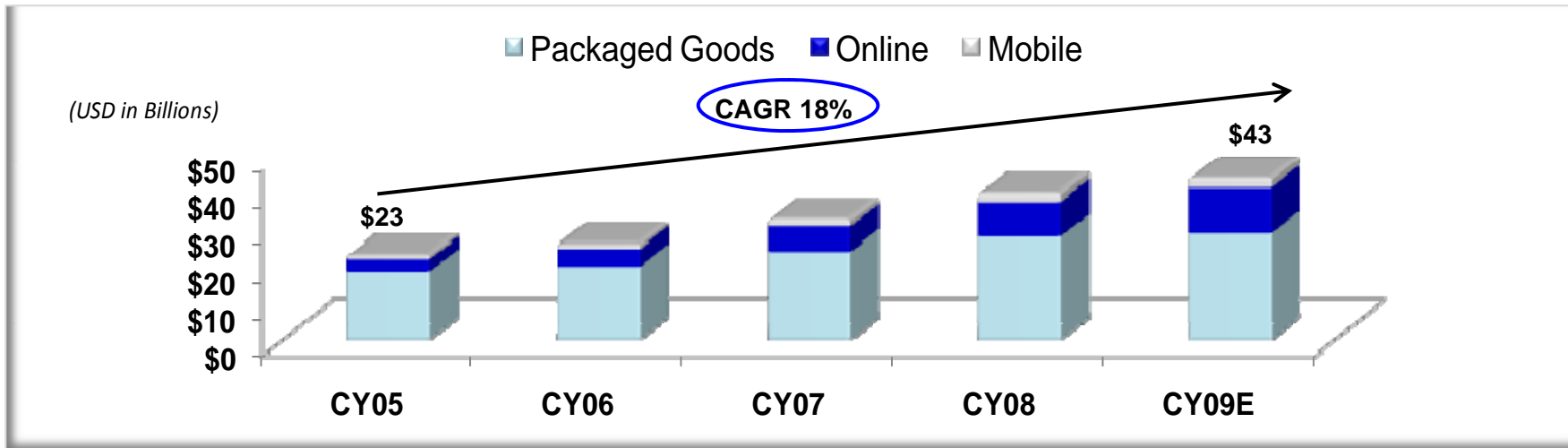
This Console Cycle will be Extended – Hardware/Console Variations, Price & Adoption Curves and Online Services

EA is Better Positioned for Profitable Growth – Four Areas of Focus



Interactive Entertainment Industry

Worldwide Software Sales



	CY05	CY09E
Packaged Goods	\$18	\$28
Online	\$3	\$12
Mobile	\$2	\$3
Total	\$23	\$43

Robust Software Industry

Source: EA estimates

The Cycle

Observations

- High Definition -- Observable Limit
- Hardware Extensions
- Hardware Pricing – Long Way to Go
- Digital Services Increasing



Expanding Consumer Base / Extended Cycle

Electronic Arts

Our Focus

Drive Hits – Particularly on EA's Core Platforms

Wii – Specifically Designed Games & Unique Marketing

Expand Digital Services

Aggressively Manage Costs

Drive Hits

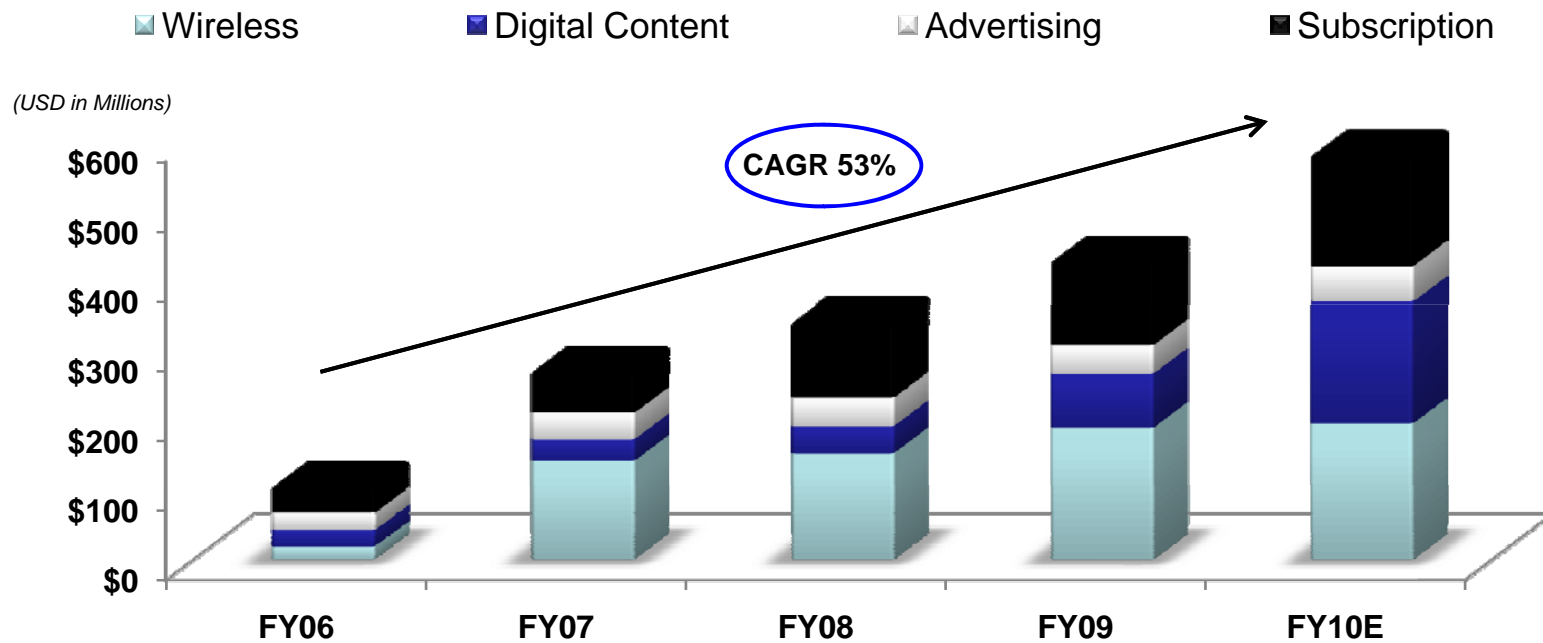


Strong Portfolio – A Sample...

Franchises	Core Platforms	Wii	Online	Established Franchise
Games Label				
Need For Speed	★	★	★	★
Dragon Age	★		★	
Battlefield	★		★	★
Brutal Legend	★			
Mass Effect	★		★	★
Play Label				
The Sims 3	★		★	★
Harry Potter	★	★		★
MySims		★		★
Littlest Pet Shop		★	★	★
GI Joe	★	★		
Sports Label				
FIFA Soccer	★	★	★	★
Madden NFL	★	★	★	★
EA SPORTS Active		★		
Fight Night Round	★		★	★
Tiger Woods PGA Tour	★	★	★	★

Digital Services Revenue

Emerging Business Models

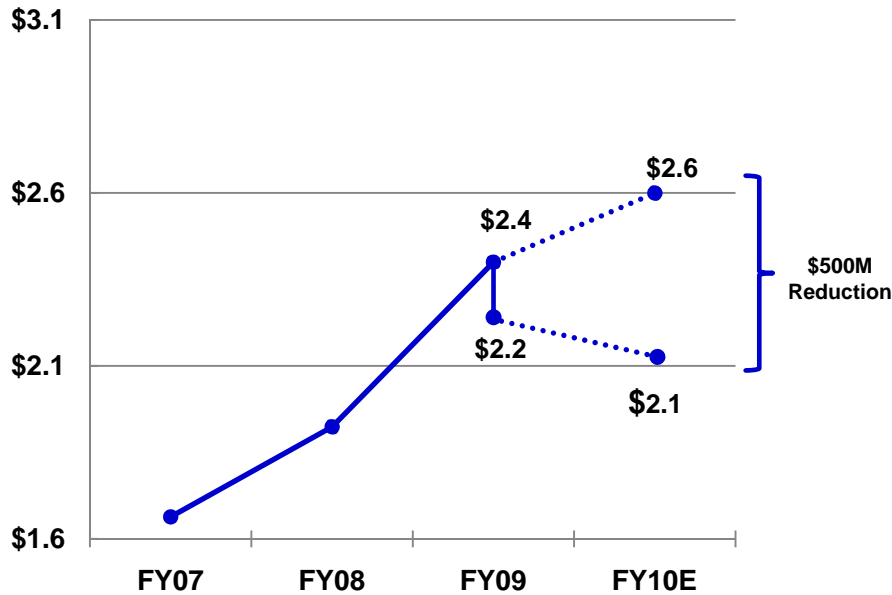


Faster Growing Revenue Streams

Aggressively Manage Costs

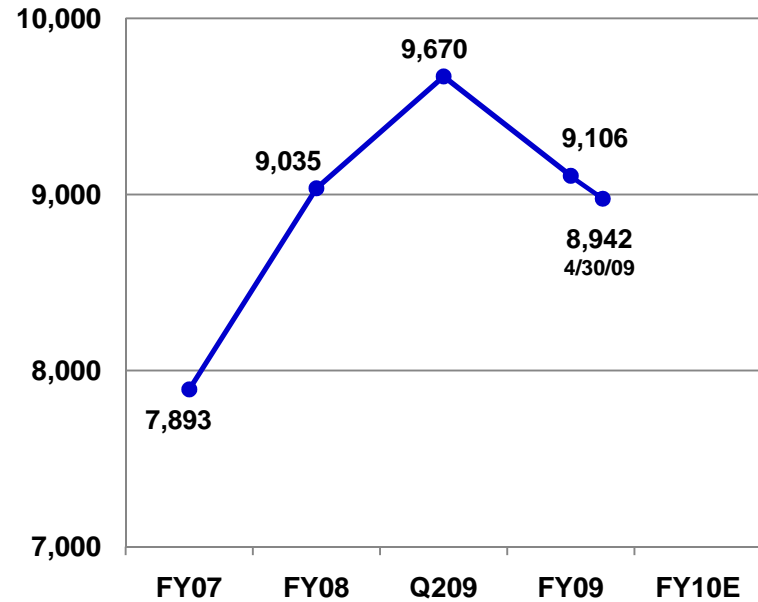
Non-GAAP Operating Expenses*

(USD in Billions)



Headcount

(No. of Employees)



Significant Cost Cutting

* Excludes stock-based compensation, amortization of intangibles, acquired in-process technology, restructuring charges, certain abandoned acquisition-related costs, goodwill impairment 10

Electronic Arts

Interactive Entertainment **is a Growth Segment**

This Console Cycle will be Extended and Different – Net Publisher Positive

Our Focus –

- Drive Hits – Particularly on EA's Core Platforms (PS3, Xbox 360 & PC)
- Expand Digital Services
- Aggressively Manage Expenses
- Nintendo Wii

Expanding Industry / EA Better Positioned for Profitable Growth

Safe Harbor Statement

Some statements set forth in this document, including estimates relating to industry growth, EA's future operating expenses, and projected revenue growth, 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 subject to 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 during fiscal year 2010; 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™); consumer demand for software for the PlayStation 2; the Company's ability to predict consumer preferences among competing hardware platforms; the financial impact of 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 Annual Report on Form 10-K for the year ended March 31, 2009. These forward-looking statements speak only as of June 3, 2009. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

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