



EA and Warner Bros. Interactive Entertainment Confirm Harry Potter and the Half-Blood Prince Video Game Release Date

The Harry Potter and the Half-Blood Prince Video Game is THE Place for Fans to Live the Thrills, Action and Excitement of Harry Potter Beginning June 30th

REDWOOD CITY, Calif., May 14, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) and Warner Bros. Interactive Entertainment today confirmed that the *Harry Potter and the Half-Blood Prince*(TM) video game will be in stores across the world from June 30, 2009, just ahead of the Warner Bros. Pictures' film based on J.K. Rowling's sixth book in the Harry Potter series.

In the game of *Harry Potter and the Half-Blood Prince*, players will return to Hogwarts to help Harry survive a fraught sixth year. They will also have a chance to engage in exciting wizard duels, mix and brew magical ingredients in Potions class and take to the air to lead the Gryffindor Quidditch team to victory. Players may even get sidetracked by Ron's romantic entanglements as they journey towards a dramatic climax and discover the identity of the Half-Blood Prince.

Developed by EA Bright Light in Guildford, England - the team behind the worldwide success of the Harry Potter library of games including the most recent game released in the summer of 2007, *Harry Potter and the Order of the Phoenix* - *Harry Potter and the Half-Blood Prince* is scheduled for release in North America on June 30, 2009 for the Wii(TM), PLAYSTATION (R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, Nintendo DS(TM), Windows PC, Macintosh and mobile devices.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is 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>.

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

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