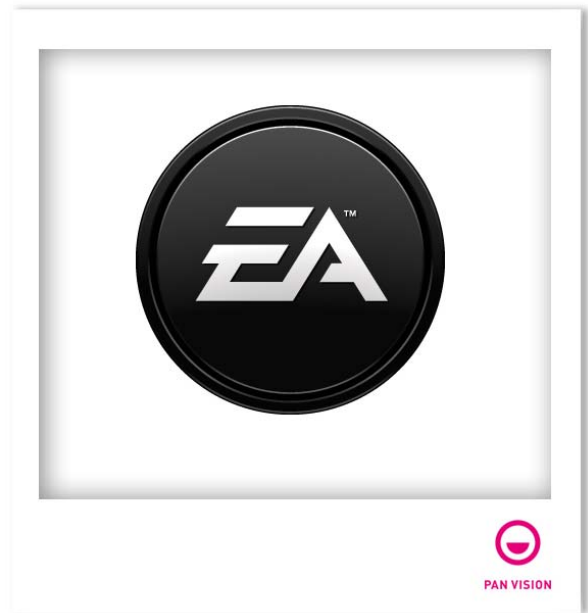


PAN VISION BECOMES EXCLUSIVE EA DISTRIBUTION PARTNER IN THE BALTIC COUNTRIES



PAN Vision, the leading games distributor/publisher in the Nordic countries, has secured distribution rights for Electronic Arts whole games portfolio in Estonia, Latvia and Lithuania, starting January 1st 2008.

"We are very happy to close this deal, as this is a vital step in our goal to become market leaders in Baltic during 2008." says Egil Strunke, Business Development Director at PAN Vision Distribution, "Being the exclusive distributor for one of the largest gaming company in the world is naturally a dream scenario, and EA is the perfect partner for us to help grow and develop the gaming market in these countries. We share an ambition of taking the gaming market to the next levels in the Baltic region and look forward to a long and fruitful relationship for both parties," Strunke finishes.

"I know PAN Vision takes the Baltic market seriously, and I think they have both a good plan and great vision for the region," says Thomas Westerberg, Country Manager for Finland and the Baltic Countries, based in Helsinki, Finland. "We see great potential in these countries and believe we have found a strong partner with gaming focus who can help us to grow more rapidly. It is already a relatively strong PC region that will get stronger, but we also see opportunities for good growth in the console segment which of course will grow the whole market size. Electronic Arts have 38,9% market share in Finland (Figma Q1-Q3 / 2007) and we are targeting the same kind of market share also in Baltic 's in a near future," says Westerberg.

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About PAN Vision

PAN Vision Group is the leading independent Nordic publisher and distributor of interactive entertainment. The company has a

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yearly turnover of \$120 million and was created in 2001 through the merger of PAN Interactive, Vision Park, and Levande Böcker. PAN Vision also acquired BJ Electronics in Norway and Toptronics Oy (with operations in Finland, Sweden and Denmark) during 2004. PAN Vision is a part of the KF Group, owned by the the Swedish Cooperative Union (KF).

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2007, EA posted revenue of \$3.09 billion and had 24 titles that sold more than one million copies. EA's homepage and online game site is www.electronicarts.co.uk. More information about EA's products and full text of press releases can be found on the Internet at www.electronicarts.co.uk/press.