

## EXHIBIT VV

to the Declaration of Jill Adler Naylor  
in Support of Plaintiffs' Motion for  
Class Certification and Brief in Support  
Thereof



MAIN | EA SPORTS | EA GAMES | EA SPORTS BIG | POGO | EA STORE

#### ELECTRONIC ARTS CORPORATE INFORMATION



**FOUNDED:** 1982

**OWNERSHIP:** Public (Nasdaq: ERTS)

**HEADQUARTERS:** Redwood City, California

**REVENUES:** \$3.091 billion for FY 2007

**EMPLOYEES:** 7,900 worldwide; 5500 in the studio

**BACKGROUND:** Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software for advanced entertainment systems such as the PlayStation® 3, PlayStation®2 computer entertainment system, the PSP™ (PlayStation® Portable) system, Xbox 360™, Xbox® video game system from Microsoft, Nintendo Wii, Nintendo GameCube™, Game Boy® Advance and the Nintendo DS™ as well as PC and games for mobile phone devices.

Since the company was founded in 1982, EA has been a creative leader and today, the company continues to innovate and evolve the interactive entertainment medium. By drawing talent from diverse fields such as computer programming, animation, character modeling, motion capture, 3D face and body rendering, computer graphics and sound engineering with contributions from storywriters, directors, camera-people, actors and musicians, EA uses technology and creativity to develop mainstream interactive entertainment.

EA's broad portfolio of franchises includes global perennial sports blockbusters from its EA SPORTS™ brand including Madden NFL, FIFA Soccer, and NBA Live. The diverse offering from its EA™ brand features wholly-owned intellectual properties such as Need For Speed™, The Sims™, and Burnout™ franchises, as well, as key Hollywood licenses for games based on The Lord of The Rings™, Harry Potter™, and The Godfather™ properties. Recent EA SPORTS BIG™ hit titles include: NFL STREET, NBA STREET and FIFA STREET.

EA operates its global Headquarters in Redwood Shores, California and with regional headquarters in Geneva Switzerland and Singapore. EA's five hub studios are in Redwood Shores, Los Angeles, Orlando, Vancouver (Canada) and Warrington (UK), along with development studios in Chicago, Fairfax, Montreal (Canada), Chertsey (UK) and Tokyo (Japan) and boasts a development team that is more than 5500 people strong. The company's International corporate headquarters are located in Geneva, Switzerland. With an eye on the global marketplace, EA continues to expand its international presence, most recently having opened offices in Hong Kong, Singapore and Seoul. EA is focused on continuing to grow its business presence in Asia Pacific and Japan.

Additional growth drivers for EA are in online gaming and the mobile phone markets. In 2006, EA acquired Massively-multiplayer Online game developer Mythic to form EA Mythic. The studio is responsible for RPG franchises Warhammer Online, Dark Age of Camelot and Ultima Online. In the same year, EA also acquired JAMDAT Inc, the world's leading developer of mobile phone games. Today, EA Mobile is the #1 mobile game publisher with a wide selection of sports, simulation, racing and puzzle games. EA is an active player in online games on PC and consoles. EA's Pogo.com™ casual gaming site offers web-based games including a Club Pogo™ subscription service which has more than 1.5 million subscribers. EA's Battlefield franchise is among the most popular PC games to be played online. EA also supports Microsoft's Xbox Live® service and in 2007 will have launched two Xbox Live Arcade games: Boom Boom Rocket and Wing Commander Arena.

#### EA BRANDS:

EA markets its products worldwide under four brand logos:

- " EA SPORTS™
- " EA SPORTS BIG™
- " EA™
- " POGO™

**EA TOP SELLERS:** In FY 2007 EA had 24 titles that sold over 1 million units, and seven titles earned triple-platinum status; **Madden NFL 07**, **Need for Speed Carbon**, **FIFA 07**, **The Sims™ 2 Pets**, **The Sims™ 2**, **Need for Speed™ Most Wanted** and **2006 FIFA World Cup™**.

**EA STUDIOS:** In addition to the Redwood City, California headquarters and development studio, EA operates development studios in Los Angeles, California; Orlando, Florida; Fairfax, Virginia; Chicago, Illinois; Vancouver and Montreal, Canada; Stockholm, Sweden; as well as Chertsey, Guildford, and Warrington, England.

**EA SALES OPERATIONS:**

EA has a direct sales force in North America and international subsidiaries in Australia, Austria, Barbados, Brazil, China, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Japan, Netherlands, New Zealand, Norway, Poland, Portugal, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand and the United Kingdom.

**EA MANAGEMENT TEAM:**

John Riccitiello, Chief Executive Officer  
Lawrence F. Probst III, Executive Chairman of the Board of Directors  
Peter Moore, President, EA Sports  
Frank Gibeau, President, EA Games  
Nancy L. Smith, President, The Sims  
Kathy Vrabeck, President Casual & Family Entertainment  
William B. Gordon, Executive Vice President and Chief Creative Officer  
Warren Jenson, Executive Vice President and Chief Financial and Administrative Officer  
Gabrielle Toledano, Executive Vice President Human Resources  
Joel Linzner, Executive Vice President Legal and Business Affairs  
Gerhard Florin, Executive Vice President International Publishing  
Paul Lee, Special Advisor to the CEO

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