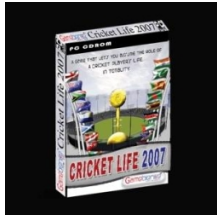


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By: Daniel Trusca, Editor, Game Reviews



EA SPORTS Cricket 2007 Coming This November

Cricket 2007 blends business, management and sports elements into a single game

Electronic Arts (NASDAQ: ERTS) brings news that their latest cricket game, EA SPORTS Cricket 2007, will be released worldwide for the PlayStation2 and PC in early November 2006. With fully licensed squads, innovative Century Stick control system and "more natural" camera perspective, Cricket 2007 promises to bring players the most immersive gameplay experience to date. "This is the cricket game for both hardcore and casual cricket gamers alike. It is accessible for the new user and full of the subtleties and nuances that make the great sport of cricket so unique," said Justin Forrest, producer at EA Canada. "Our new, innovative 'Century Stick' control system will change the way all fans approach gameplay as you'll now have full control over foot choice, shot selection, shot power, and shot direction - it's never felt this close to actually wielding a bat before. You won't experience cricket this authentic without putting on your whites and walking down the pavilion steps yourself." Cricket Life 2007 is unique in that it blends business, management and sports elements into a single game. It is a real time business, strategy and career management game that lets you take charge of and control almost every major aspect in a cricket player's life. Your decisions will shape or make the player an all-time greatest or just another state/provincial level cricketer who retires after playing for his entire lifetime.