



## **NFL Head Coach, the First 3-D Sports Strategy Game from EA, in Stores Today; New EA SPORTS Franchise From Studio That Develops Madden NFL Football**

REDWOOD CITY, Calif.--(BUSINESS WIRE)--June 21, 2006--Electronic Arts (Nasdaq:ERTS) brings to life the triumphs and travails of one of sports' most gut wrenching jobs with NFL Head Coach, a new franchise from the EA SPORTS™ brand. The first 3-D sports strategy game, NFL Head Coach, is now in stores and challenges gamers to manage every aspect of a professional football team and build their franchise from the ground up into a perennial powerhouse as you try to become the greatest coach of all time.

You can manage every detail of a head coach's job by calling the plays from the sidelines, conducting practice, scouting players and making draft day deals to land the league's next superstar in detailed, interactive environments. In NFL Head Coach, it is your responsibility to make the right decisions, hire the best people and develop a game plan that will catch the opposition off guard. Find impact players and upgrade your roster via the draft, free agency and trades.

"NFL Head Coach is a completely unique football experience unlike any other football game EA SPORTS has ever created," said Todd Sitrin, vice president of marketing, EA Tiburon, the studio famous for making the top-rated football games Madden NFL and NCAA Football. "Now the focus is on the six days leading up to game day and the strategy behind every coaching decision made. This is the game to decide if you really have what it takes to turn your team into a champion."

NFL Head Coach includes voice-activated game play so you can use headsets to call plays on game day and receive audio play recommendations from coordinators. Steve Sabol, president of NFL Films, hosts scripted sequences as coaching career milestones are reached. The game also features ESPN integration with Mel Kiper Jr. and Trey Wingo.

Developed by EA Tiburon in Orlando, Fla. where Madden NFL Football, NCAA® Football, NASCAR® and Superman Returns™: The Videogame are developed, NFL Head Coach is available on PlayStation®2 computer entertainment system, Xbox® videogame system from Microsoft and PC for \$39.99 and is rated E by the ESRB. For more information log on to [www.nflheadcoach.com](http://www.nflheadcoach.com).

### **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 videogame systems, personal computers and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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>.

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**CONTACT: Electronic Arts**  
Wendy Spander, 650-628-7929  
Senior PR Manager

wspander@ea.com  
Robin Chandler, 650-628-3610  
Senior Director, Public Relations  
rchandler@ea.com

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