



EA SPORTS FIFA Soccer 07 on Xbox 360 Features All-New Gameplay

Business Editors/Video Game Writers

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Sept. 27, 2006--Electronic Arts (NASDAQ:ERTS) will reveal the innovative features that were developed from the dynamic new EA SPORTS™ engine that will appear in FIFA 07 on the Xbox 360™ system at Microsoft's X06 event in Barcelona this week.

FIFA Soccer 07 on the Xbox 360 heralds the start of the next generation of soccer gaming and fans worldwide will have the opportunity to experience the new engine and all-new gameplay prior to the game's worldwide release when a FIFA Soccer 07 demo for the Xbox 360 system is made available on Xbox Live Marketplace in October.

FIFA Soccer 07 on the Xbox 360 moves away from the traditional animation-based game engine and now enables raw physics and data to drive the action, creating true-to-life movement and the most advanced visuals seen in a soccer game. Player characteristics are based on brand-new traits and twice the number of attributes, so you won't see two players moving in exactly the same way. Instead they look and behave like the athletes we see gracing the pitch week-in, week-out.

Improved fundamental controls that are easy to pick-up-and play but difficult to master and enhanced AI enable you to truly enjoy the virtual recreation of the beautiful game. The ball and players react to your slightest touch with an unprecedented level of responsiveness, giving you complete control. For the first time ever the ball is alive with its own independent physics, resulting in truly unpredictable gameplay. Now any type of pass or shot is possible and goals will feel natural and unique.

Using the physics-based and data-driven technology, the FIFA Soccer 07 engine creates a wealth of data that gives you the power to make real tactical decisions when managing your players. FIFA Soccer 07 offers never-before-experienced real-time player analysis. Monitor each player's performance in the game by viewing complete passing, shooting and defending stats. Detailed feedback pinpoints where the player was located on the pitch and his contribution to the match. Now you can make informed decisions during halftime with the aid of this in-depth match analysis, enabling you to locate problem areas in both attack and defense. Check the areas of possession to make subtle adjustments to your play and spot defensive weaknesses in the opposition. All the shots, assists and goals are marked out so you can see who did the most damage.

With detailed player styles, a full list of attributes and an advanced formation editor, choosing your ideal team has never been easier. Once the match starts, make the tough decisions to change the course of the game -- take off an underperforming player, switch formation and control your defensive line with one button press.

The FIFA Soccer 07 game engine pulls together all the facts at the final whistle to accurately rate the best player in the park and award him the ultimate accolade -- Man of the Match. Furthermore, the big game atmosphere is reinforced with commentary from Martin Tyler and Andy Gray.

FIFA Soccer 07 on the Xbox 360 also includes comprehensive online features that streams up-to-the-minute real-world game results via real-time, weekly podcasts and news ticker. Nowhere else will soccer fans find such a comprehensive destination for soccer stats, information and real-world news available in five languages. While online, FIFA Soccer 07 will enable four friends to play together on one console against four of their rivals sharing another console for the ultimate in bragging rights.

The rich feature depth available on FIFA Soccer 07 is complete with Manager Mode and an all-new player evolution system that enables you to develop world-class players, FIFA Soccer 07 Lounge for the ultimate in multiplayer sessions, and a Challenge mode that offers 85 scenarios to test even the most hard-core gamer.

The next generation version of FIFA Soccer 07 is available worldwide exclusively on the Xbox 360 system from Microsoft. FIFA Soccer 07 is rated "E" (Everyone) by the ESRB and 3+ by PEGI in Europe. Learn more about the game at <http://fifa07.ea.com> or download screenshots at <http://info.ea.com>.

About Electronic Arts

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