



Tony Parker Named Global Cover Athlete of EA's NBA LIVE 09

NBA's Biggest International Stars Grace Covers in Italy, Spain and UK

REDWOOD CITY, Calif., Jun 25, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that San Antonio Spurs point guard Tony Parker will be the cover athlete and spokesman for NBA LIVE 09. In his seven NBA seasons, the 26 year old is a two-time NBA All-Star, has three NBA championships and was named the 2007 NBA Finals MVP. Parker will be the first European born global cover athlete of NBA LIVE. Off the court, Parker is an avid gamer and won an NBA LIVE 08 tournament against fellow NBA stars at the EA SPORTS All-Star Challenge last February in New Orleans.

"I have a long history with EA SPORTS. I've been on the cover in France for five years straight and I've been playing NBA LIVE for as long as I've played basketball," said Parker. "It's a real honor for me as a European player to now be represented on the worldwide cover."

Parker is joined by some of the NBA's biggest international stars on packaging around the world, including the Los Angeles Lakers' Pau Gasol (Spain), Toronto Raptors' Andrea Bargnani (Italy) and Chicago Bulls' Luol Deng (UK).

Player	Territory	Team
Tony Parker	Worldwide(1)	San Antonio Spurs
Andrea Bargnani	Italy	Toronto Raptors
Pau Gasol	Spain	LA Lakers
Luol Deng	UK	Chicago Bulls

(1)with the exception of the countries named below

NBA LIVE 09 is back with new features like Pick and Roll Control, Defensive Lockdown Control, Signature Playcalling and Quickstrike Ankle-Breakers that will make the NBA LIVE experience fun from beginning to end. For those in need of some extra coaching, NBA LIVE 09 takes you to training camp with the NBA Academy that gives you a chance to hone your skills.

Now featuring 24 authentic FIBA teams with realistic team play styles and rosters, NBA LIVE 09 features a FIBA World Championship Mode using FIBA tournament structure, rules and court dimensions. Take your game online with 5 vs. 5 team play, where 10 people can play together on 10 different consoles around the world.

NBA LIVE 09 will be available for the Xbox 360(TM), the PLAYSTATION(R)3 computer entertainment system, the Wii(TM), PlayStation(R)2 computer entertainment systems and the PSP(R) (PlayStation(R)Portable). The game will be in stores on October 7 in North America, and on October 14 worldwide. The game has not yet been rated by the ESRB or PEGI; visit www.esrb.org or www.pegi.info for updated rating information. For more information, log onto www.easports.com/nbalive09. Media can find screenshots of the game at <http://info.ea.com>.

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL Football, FIFA Soccer, NHL(R) hockey, NBA LIVE basketball, NCAA(R) Football, Tiger Woods PGA TOUR(R) and NASCAR(R) racing.

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(TM), EA(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is 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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