



## **EA SPORTS Unveils Wii-Specific "All-Play" Line of Games**

### **NCAA Football 09 All-Play, Available in July, Launches New Wii Initiative**

REDWOOD CITY, Calif., Jun 26, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) has unveiled new game details and the unique line-look for its "EA SPORTS(TM) All-Play" products shipping this summer and fall for the Wii(TM). Designed for social play and featuring unique controls, distinct presentation and a style of play that is inviting to players of all skill levels, EA SPORTS will ship five "All-Play" games in 2008, including next month's NCAA(R) Football 09 All-Play.

"The Wii platform and the Wii consumer are looking for a very unique sports experience," said Peter Moore, president of EA SPORTS. "We're excited to take five of our most popular franchises and develop them from the ground up exclusively for the Wii, with unique controls, unique presentation, unique modes and even unique packaging. Whether you're an EA SPORTS veteran or a rookie gamer, EA SPORTS All-Play levels the playing field and delivers a fresh new gaming experience."

EA SPORTS will ship the following games, all with an MSRP of \$49.99, this fall under the "All-Play" descriptor:

#### **NCAA Football 09 All-Play**

Release Date: July 15, 2008

NCAA Football 09 All-Play debuts on the Wii in July with stylized gameplay that is quick and easy for fans to jump in and out of great head-to-head action. The game features All-Play controls, a multiplayer social experience that allows novice users to compete against advanced players and still enjoy success. All-Play controls are designed for the more novice fans, but also feature a traditional default setting for the more seasoned veterans. NCAA Football 09 All-Play features nearly 200 schools, making it the most authentic college sports gaming experience available for the Wii.

#### **Madden NFL 09 All-Play**

Release Date: August 12, 2008

Madden NFL 09 All-Play features fun, approachable and innovative gameplay by unleashing the power of the Wii Remote through the all-new EA SPORTS Call Your Shots feature. Call Your Shots allows the player to create his or her own plays on the fly and direct receivers where they should run. Gamers of all skill levels can also enjoy an all-new fast paced 5-on-5 mode which has a reduced field length and big head NFL players. Experienced Madden players or rookies to the game can utilize the all-new play calling system. No matter the skill level, players can be competitive with three playbooks to choose from, ranging from Easy to Advanced.

#### **Tiger Woods PGA TOUR 09 All-Play**

Release Date: August 26, 2008

Tiger Woods PGA TOUR(R) 09 All-Play features personalized coaching from Tiger Woods' personal coach, Hank Haney and all types of gamers can pick up this game and have a fun and challenging experience. Tiger Woods PGA TOUR 09 All-Play features new graphics and user interface while also incorporating interactive and social mini-games. The standing swing control, the most "true to life" golf mechanic you can find in any videogame, truly takes advantage of the Wii console's unique control scheme. The game will also feature online play for the first time with Simultaneous Online Play that allows up to four players the ability to play each hole at the same time.

#### **NBA LIVE 09 All-Play**

Release Date: October 7, 2008 (North America); October 14, 2008 (Worldwide)

Step onto the court and into the fun with a unique basketball experience designed exclusively for the Wii. NBA LIVE 09 All-Play offers more action, more often, with an over-the-top basketball experience designed with everyone in mind. Improved responsiveness and more control options make this game easier and more fun to play than ever before.

FIFA Soccer 09 All-Play

Release Date: October 14, 2008

Step onto the pitch and play a unique soccer experience exclusively for the Wii. Enjoy FIFA Soccer 09 All-Play one of two ways -- a Wii-specific take on the classic '11 vs. 11' simulation or over-the-top '8 vs. 8' arcade action. Play with your Mii(TM) alongside your heroes Ronaldinho, Wayne Rooney and other soccer stars created as customized characters in an arcade version of the beautiful game. Steal the ball and make outrageous shots by simply waving your Wii Remote. You've never played soccer like this before! Plus, play Footii Party Games called Table Soccer and Boot It for more great fun with family and friends.

EA SPORTS 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.

For more information on EA SPORTS All-Play, the full line-up of All-Play titles, game features, overview videos and more, please visit the all-new All-Play website at [www.easports.com/eaallplay](http://www.easports.com/eaallplay).

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](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>.

EA, EA SPORTS, EA SPORTS Freestyle and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S and/or other countries. Wii is a trademark of Nintendo. John Madden, NFL, NHL, NBA, NCAA, NASCAR, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission.

The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual properties of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. (C) 2008 NBA Properties, Inc. Official FIFA licensed product. "(C) The FIFA Brand OLP Logo is a copyright and trademark of FIFA. All rights reserved." Manufactured under license by Electronic Arts Inc. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

EA SPORTS  
David Tinson, 604-456-5167  
Director, Communications  
[dtinson@ea.com](mailto:dtinson@ea.com)

Copyright Business Wire 2008

News Provided by COMTEX