



EA Celebrates 20 Years of Madden Music With Announcement of the Madden NFL 09 Soundtrack

One of the Most Influential Soundtracks in Videogame History Returns With Major Events, Tracks from Busta Rhymes featuring Linkin Park, Disturbed and The Offspring

REDWOOD CITY, Calif., Jul 08, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today unveiled the music track listing for Madden NFL 09, set to release August 12, 2008. The new soundtrack features 26 songs from a multi-genre roster of superstar acts and soon-to-breakthrough artists, including Franz Ferdinand, Good Charlotte, Airbourne, From First To Last, The All-American Rejects, Rev Theory, K'Naan, and Kidz In The Hall. Madden NFL, the biggest-selling sports franchise in videogame history, celebrates its 20th anniversary this year with a full slate of live music events, tributes and television appearances leading up to the game's street date.

"Madden NFL is the foundation of what we do and sets the standard for every soundtrack we create," said Steve Schnur, Worldwide Executive of Music and Marketing for EA. "Madden NFL revolutionized the industry by making music of multiple genres - from both established acts and brand-new artists - an essential emotional component of the videogame experience and the NFL season itself. This 20th Anniversary Edition soundtrack celebrates that legacy like never before, complete with marketing events that take the excitement to a whole new level. Not only have we changed the gaming culture forever, we continue to move the needle musically for millions of people around the world. Madden NFL will always be recognized as the game that made the music matter in videogames."

The highlights of the Madden NFL 09 soundtrack include genre-bending collaborations by Busta Rhymes featuring Linkin Park and Young Dre, The Truth featuring Good Charlotte, as well as returning Madden NFL hit makers Franz Ferdinand, Gym Class Heroes (both with pre-album prerelease tracks), All American Rejects, Shinedown, Senses Fail, Disturbed, The Offspring and Airbourne. The soundtrack's trend of introducing emerging artists continues with 12 new acts that include The Fashion, Kardinal Offishall featuring Lindo P, In Flames, Innerpartysystem, Hollywood Undead, Mindless Self Indulgence, Izza Kizza, Trivium, Kovas and Tyga.

Cross-promotional events leading up to the game's release include a series of :60 viral videos for tracks featured in the game, a special Madden Music Anniversary tribute issue of Billboard on newsstands July 13th, as well as other marketing partnerships to be announced in the near future. Beginning the week of August 4th, a different Madden NFL 09 soundtrack artist will perform live each night on a popular late night show.

Over the past decade, the Madden NFL soundtrack has launched premier artists that include Good Charlotte, OK GO, Fallout Boy, Franz Ferdinand, Avenged Sevenfold, Bullet For My Valentine, Yellowcard, Dashboard Confessional, Jet, Ozomatli and 30 Seconds To Mars, and featured such superstars as Green Day, Outkast, Foo Fighters, blink-182, Bon Jovi, Ozzy Osbourne, The Hives, Timbaland featuring Justin Timberlake and Sum 41.

The complete in-game soundtrack for Madden NFL 09 features the following 26 songs:

ARTIST	SONG
Airbourne	Stand Up For Rock 'N Roll
Busta Rhymes feat. Linkin Park	We Made It
Disturbed	Inside The Fire
Franz Ferdinand	Lucid Dreams

From First To Last	Worlds Away
Gym Class Heroes	I'm Home
Hollywood Undead	Undead
In Flames	The Mirror's Truth
Innerpartysystem	Don't Stop
Izza Kizza	Millionaire
K'NAAN	ABC's
Kardinal Offishall feat. Lindo P	Burnt
Kidz In The Hall	Blackout
KOVAS	Wax On, Wax Off
Mindless Self Indulgence	Never Wanted To Dance
Rev Theory	Hey Yeah
Senses Fail	Wolves At The Door
Shinedown	Devour
The All-American Rejects	The Real World (Demo)
The Fashion	Like Knives
The Offspring	Hammerhead
Trivium	Into The Mouth Of...We March
Tyga	Diamond Life
Underoath	Desperate Times, Desperate Measures
Wale feat. Southeast Slim	Breakdown
Young Dre The Truth feat. Good Charlotte	Workin'

Music from the Madden NFL 09 soundtrack is available on EA's music website at www.ea.com/eatrax.

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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