



## EA's NCAA Football 09 Hits Stores Today

### Experience the Electricity of Big Play Saturdays with the Break Away Engine

REDWOOD CITY, Calif., Jul 15, 2008 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that NCAA (R) Football 09 is available in stores now. Feel the electricity of Big Play Saturday with NCAA Football 09! Powered behind the Break Away Engine, which provides all-new groundbreaking gameplay controls, NCAA Football 09 arrives on campus with wide open, high octane gameplay and all the excitement and pageantry of a storied college bowl game. Available for the Xbox 360 (TM) video game and entertainment system, PLAYSTATION(R)3 and PlayStation(R) 2 computer entertainment systems and PSP(R) (PlayStation(R)Portable) system, NCAA Football 09 focuses on the wide-open collegiate style gameplay and unique atmosphere that can only be found during college football Saturdays. NCAA Football 09 All-Play, designed specifically for the Wii(TM), hits stores with unique features such as user-controlled touchdown celebrations, a mascot mode with 78 mascots, and a unique, fan friendly control scheme that uses specific Wii remote motions to snap and kick the ball, complete passes and avoid defenders.

Gamers will experience the exhilaration of making big plays on the field with the ability to directly control and influence the game through the Break Away Engine. The Break Away Engine allows players to break in and out of moves, giving the user ultimate control with instant responsiveness on the field. With huge cut-back lanes, new tackling animations and wider blocking holes, NCAA Football 09 offers a host of offensive opportunities.

NCAA Football 09 also brings the atmosphere, pageantry and tradition of college football to life. From the college stadiums to the dynamic sidelines filled with school colors, cheerleaders and mascots, players are sure to feel the excitement of college game day. This year, players can revel in their touchdowns by enjoying animated celebrations with their mascot. All 120 Football Bowl Subdivision schools are represented in the game and players can customize the in-game atmosphere with their own personal music collection.

"NCAA Football 09 showcases everything that makes college football exciting and unique," said Executive Producer Jeremy Strauser. "From enhanced gameplay and presentation, to our online Dynasty Mode, this game truly reflects the electricity of big-time college football at its best and captures the true emotion of football on Saturdays."

Off the field, NCAA Football 09 features its most robust Dynasty Mode(TM) yet, inviting fans to create and manage a perennial powerhouse program from landing blue-chip recruits to winning championships on the field. For the first time ever, Dynasty Mode goes online with up to 12 competitors to recruit head-to-head, customize schedules and play for up to 60 seasons.

This year, the packaging for each of the NCAA Football 09 console platforms features an exclusive cover athlete. The console specific pack fronts feature Darren McFadden on the Xbox 360, Matt Ryan on the PLAYSTATION 3, DeSean Jackson on the PlayStation 2 and Owen Schmitt on the PSP. To commemorate the franchise debut on the Wii, fans voted to determine the college mascot that would grace the NCAA Football 09 All-Play cover, with Michigan State's Sparty the Spartan earning the spot.

NCAA Football 09 for the PlayStation 2 and PLAYSTATION 3 systems and Xbox 360 are developed by EA Tiburon located in Orlando, Florida. NCAA Football 09 All-Play and NCAA Football 09 for the PSP system are developed at EA Canada in partnership with EA Tiburon. For more information about NCAA Football 09 please visit [www.ncaafootball09.com](http://www.ncaafootball09.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), NBA LIVE, 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](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>.

#### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

#### About The Collegiate Licensing Company

CLC is a division of IMG College. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com).

#### About NCAA Football

NCAA Football (NCAA Football USA, Inc.) is a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the National Association of Collegiate Directors of Athletics (NACDA) and the National Collegiate Athletic Association (NCAA) that serves as the collective voice to promote college football.

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