



Put Your Face in the Ring! FaceBreaker Demo Available Today

REDWOOD CITY, Calif., Jul 31, 2008 (BUSINESS WIRE) -- Want to break some faces? The FaceBreaker(TM) Demo is now available worldwide on Xbox LIVE(TM) and in North America on the PlayStation Network(TM). The demo will be available worldwide on the PlayStation Network(TM) on August 14th. The demo features characters Sparrow, Ice and Steve going at it in the fast-paced boxer, as well as the game's custom face generator called Photo Game Face. Photo Game Face will allow gamers to upload a cartoon likeness of themselves - or anyone else - to the FaceBreaker online boxer gallery at EA SPORTS World(TM). Created boxers will all be available for download when FaceBreaker ships to retailers on September 3. Players can use an XBOX LIVE Vision camera or a PLAYSTATION(R)Eye camera to upload themselves - or someone else - directly onto their consoles, or alternatively use a regular photo. Transform your created boxer with 60+ customization options to play with, a full color palette and a closet full of costumes.

Expect the unexpected with FaceBreaker; an all new arcade boxing title featuring laugh-out-loud fisticuffing action and over-the-top characters. FaceBreaker ships to retailers under the EA SPORTS Freestyle brand on September 3 on Xbox 360(TM) and the PLAYSTATION(R)3 computer entertainment system with an MSRP \$49.99. FaceBreaker K.O. Party for the Wii(TM) will be available this holiday season.

For more information on FaceBreaker please visit www.easports.com/facebreaker. The FaceBreaker online boxer gallery can be viewed at www.easportsworld.com/facebreaker. Additional assets are available on the press website at www.info.ea.com.

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