



EA Unveils New adidas Live Season for FIFA Soccer 09 That Will Dynamically Update Player Attributes In-Game to Mirror Real World Performance

EA Secures Exclusive Licensing Agreement with Spanish La Liga BBVA; FIFA 09 Demo Available World Wide on Sept. 11

REDWOOD CITY, Calif., Aug 20, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced a new premium service for EA SPORTS(TM) FIFA Soccer 09 called adidas Live Season that will redefine the soccer videogame experience by dynamically updating player form in-game on a weekly basis so that player attributes mirror real-world performances. FIFA Soccer 09 will now feel and play differently throughout the entire 2008-2009 season matching the weekly rhythm of soccer. The new service will be available for Barclay's Premier League, La Liga BBVA, Ligue 1, Bundesliga, Serie A and Mexican Primera Division on the PLAYSTATION(R)3 computer entertainment system, the Xbox 360(R) video game and entertainment system and PC.

FIFA Soccer 09 is now powered with dynamic real-world data and analytics, lifting the game to new heights of authenticity for soccer fans and gamers connected online. The adidas Live Season service is based on how real players performed in the most recent real-world matches. Gameplay will change dynamically as the performance of players and soccer teams in the real world experience the highs and lows during their campaigns.

"This is an ambitious and completely unique feature that has never been attempted before for football videogames," said Andrew Wilson, Vice President & Executive Producer for the franchise. "The game will feel and play differently each week. With adidas Live Season if Ronaldinho has a great match on the weekend you'll feel the difference when you pick up the controller as his in-game attributes increase."

A global network of scouts will monitor every player in the adidas Live Season leagues throughout the season to supply accurate and in-depth player and team data each week. Player attributes will be impacted and player performance will change dynamically. The adidas Live Season service is downloaded into FIFA Soccer 09 each week and will run from the launch of the game to the end of the 2008-2009 season. Gamers will have access to one league of their choice for a free(1) trial from the moment they activate it to the end of the 2008-2009 season.

Today, EA also announced it has secured an exclusive licensing agreement with the Spanish Liga BBVA and Adelante. The exclusive partnership with the Spanish La Liga grants EA SPORTS sole rights to include every Spanish La Liga club and enables the EA SPORTS FIFA franchise to deliver the most realistic and up-to-date game with current kits, squads and player likenesses.

"La Liga is widely regarded as one of the most exciting leagues in the world and we're delighted to have been able to secure this deal," said Romain Rossi, Marketing Director, EA SPORTS. "The FIFA franchise has always delivered the most authentic game experience and this relationship will enable us to maintain the high standards fans have come to expect from EA SPORTS."

A FIFA Soccer 09 demo will be available for download on September 11 worldwide on the PLAYSTATION(R)Network and Xbox LIVE(TM).

This year FIFA Soccer 09 delivers unique, platform specific experiences that takes advantage of the hardware specifications of each available platform -- the PS3, Xbox 360, Wii(TM), PC, PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation(R)Portable) system and mobile.

To learn more about FIFA Soccer 09 visit www.FIFA09.ea.com.

Developed in Burnaby, B.C., by EA Canada, FIFA Soccer 09 is localized in 18 languages and sold in 37 countries -- it is the most popular franchise globally for EA SPORTS. FIFA Soccer 09 is not yet rated by the ESRB and is rated 3+ by PEGI. It will be available in stores world wide in October.

(1) Requires purchase of FIFA 09. Internet Connection required and subscription to Xbox Live or PlayStation Network.

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>.

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. 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. Player names and likenesses used under license from FIFA, International Federation of Professional Footballers "(FIFPro)" and national teams. Microsoft, Xbox, and Xbox 360 are registered trademarks of the Microsoft group of companies. "PlayStation", "PLAYSTATION" and PSP are registered trademarks of Sony Computer Entertainment Inc. Memory Stick Duo(TM) may be required (sold separately). Nintendo DS, and Wii are trademarks of Nintendo. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Steve Frost, 604-456-5067 (Senior Publicist)

sfrost@ea.com

David Tinson, 604-456-5167 (Director, Communications)

dtinson@ea.com

Copyright Business Wire 2008

News Provided by COMTEX