



Ding Ding Ding! FaceBreaker Ships to Retailers Today

An All-New Intellectual Property from EA SPORTS Puts Your Face in the Game

REDWOOD CITY, Calif., Sep 03, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that FaceBreaker(TM) has shipped to retailers worldwide on the PLAYSTATION(R) 3 computer entertainment system and Xbox 360 (R) videogame system from Microsoft. FaceBreaker K.O. Party for Wii(TM) will follow in November. An all-new intellectual property under the EA SPORTS Freestyle(TM) brand, FaceBreaker brings back the experience of old-school arcade boxing to a new generation of gamers. Expect the unexpected with FaceBreaker, featuring laugh-out-loud action and over-the-top characters.

FaceBreaker drops you into a world filled with eye-popping stylized graphics and ego wielding characters that get you raring to get your pummel on. Add a little personal motivation to your fights using the custom face generator called Photo Game Face. Use an Xbox LIVE Vision camera or a PLAYSTATION(R) Eye camera to create a custom boxer by uploading yourself -- or someone more notorious -- directly to your console. Alternatively, use a regular photo and share your masterpiece with the world in the online Boxer Gallery. Download your created boxer into your game in seconds from EA SPORTS World (www.easportsworld.com), or scour the 30,000 plus boxers that have already been created since the launch of the downloadable demo last month.

Laugh out loud as you pummel your opponent with a barrage of blows to the face, and watch in satisfaction as your progress is illustrated by real-time facial deformation. With haymakers, face shots and body blows, wait for the right moment to drop a Breaker to make your presence known. Taunt your adversaries and flaunt your talent, by boxing with one hand behind your back to add ultimate humiliation to your bout. In FaceBreaker, it just feels good to rearrange your opponent's face.

FaceBreaker was developed by EA Canada in Vancouver, B.C. and is now available for the PLAYSTATION 3 computer entertainment system and Xbox 360 videogame system from Microsoft with an MSRP of \$49.99. The game has been rated T (Teen) by the ESRB and 12+ by PEGI. For more information, log onto www.easports.com/facebreaker. Media can find a screenshot of the game at <http://info.ea.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) hockey, NBA LIVE basketball, 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 SPORTSTM, EATM, EA SPORTS FreestyleTM and POGOTM. 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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