



## **Become The Next Legend! NHL 09 Ships to Retailers Today**

### **Award Winning Franchise Continues to Raise the Bar in Gameplay and Online Gaming**

REDWOOD CITY, Calif., Sep 09, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that NHL(R) 09 has shipped to retailers worldwide on the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game system from Microsoft. Last year's winner of seven 'Sports Videogame of the Year' awards, the EA SPORTS(TM) NHL franchise continues to lead the charge with a new Be A Pro mode, a revolutionary online<sup>1</sup> experience and innovative control additions, while continuing to deliver an unrivaled level of authenticity of the sport.

Step onto the ice in the new Be A Pro mode, and feel what it's like to be an NHL superstar. Create your player, choose your position and jump onto the roster of your favorite team. Featuring an exclusive license with the primary development league for the NHL, start in the ranks of the AHL(R) and work your way up into the NHL progressing towards your ultimate goal of becoming an NHL legend. The new Performance Tracker will rate your play in over 60 categories, and provide constant feedback to help you improve.

After introducing 3 vs. 3 Online Team Play in NHL 08, NHL 09 expands the concept and introduces the EA SPORTS Hockey League (EASHL). The EASHL features a fully-human controlled 6 vs. 6 online hockey experience, connecting gamers worldwide like never before. Take your created player and join a team with friends, or scout for players online. Play selfish, sloppy hockey and you could find yourself without a team. Play well and you may find other teams looking to acquire your services. Using the same dynamic on-ice view as the Be A Pro mode, each player will have a third person camera putting them right on the ice. With the EASHL you can become the first great name in videogame hockey.

The ground-breaking Skill Stick System evolves in NHL 09 to bring an unmatched level of control on the defensive side of the puck. The all-new Defensive Skill Stick will enable you to sweep your stick 360 degrees to block passing lanes, poke check effectively and introduces stick lifts to hockey videogames. On offense, the Skill Stick adds the one-handed deke to your arsenal of weapons. Players can now make highlight reel plays by having the ability to tap the puck to one hand, and slide it past a sprawling goalie. Take a proven formula, sprinkle on some innovation, throw in a whole new way to play and see for yourself why every EA SPORTS gamer will love NHL 09.

EA SPORTS NHL 08 is the #1 selling hockey game worldwide, and the #1 selling sports game in Canada<sup>2</sup>. NHL 09 was developed under the EA SPORTS brand by EA Canada in Vancouver, B.C. The game has been rated E10+ by the ESRB and 16+ by PEGI. The game is available for the PLAYSTATION 3 computer entertainment system, and Xbox 360 video game system from Microsoft with an MSRP of \$59.99. The PlayStation(R)2 computer entertainment system and PC versions will be available in stores in October with an MSRP of \$39.99. For more information, log onto [www.easports.com/nhl09](http://www.easports.com/nhl09) Media can find screenshots and video 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.

1 Internet Connection Required.

2 Based on total sales in 2007 according to the NPD.

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 Freestyle TM 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](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>.

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SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Jen Riley, 604-456-5081

PR Manager

[jriley@ea.com](mailto:jriley@ea.com)

David Tinson, 604-456-5167

Director, Communications

[dtinson@ea.com](mailto:dtinson@ea.com)

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