



## **FIFA, EA Sports and PLAYSTATION Ring in 2009 Season of FIFA Interactive World Cup**

### **Start Practising Your Skills Today with the All New FIFA Soccer 09 Demo Available for Download from PLAYSTATION(R)Network**

GENEVA, Switzerland & LONDON, Sep 12, 2008 (BUSINESS WIRE) -- FIFA, the world's governing body of football, Electronic Arts Inc. (NASDAQ: ERTS) and Sony Computer Entertainment Europe (SCEE) today announced the new season of the FIFA Interactive World Cup (FIWC), the world's only official FIFA global soccer gaming competition. The FIWC is a season-long tournament mirroring the real world of soccer in which competitors from all around the world can participate playing EA SPORTS(TM) FIFA Soccer 09 on the PLAYSTATION(R)3 (PS3(TM)).

This year marks the fifth FIWC season, which will kick off with the launch of FIFA Soccer 09 on October 14 in North America. Players will be able to compete at one of 19 physical FIWC 09 Qualifier Events across the globe, kicking off in New Zealand on October 25 and covering countries all over the world, including Australia, Brazil, Czech Republic, France, Italy, South Africa and the United States. Players will also be able to compete for the 13 places available in the final for the best online players via the PLAYSTATION(R)Network. The 32 finalists will compete to be crowned FIFA Interactive World Player of the Year, rewarded with an invitation to the FIFA World Player Gala along with a \$20,000 US cash prize and an all new KIA 'Soul'. For the first time in the tournament's history, the runner up will receive \$5,000 US while the player coming third will be awarded \$1,000 US.

Hopeful competitors can get a head start and practise their skills for the tournament by playing the official FIFA Soccer 09 PS3 demo available for download worldwide now via PLAYSTATION(R)Network. Registration for participating in the online leg of the FIWC 09 tournament will take place directly inside the retail version of FIFA Soccer 09 on the PS3 in October.

"The FIFA Interactive World Cup has established itself as a premier gaming tournament, and the only one under the FIFA banner. Over the last years I have witnessed incredible virtual soccer action which promises thrilling games and excitement at the upcoming interactive season. I am really looking forward to the kick-off of the 5th edition where everyone has the unique chance to become a real FIFA World Cup champion," said FIFA Executive Member Chuck Blazer, himself an avid gamer.

"Over the last four years, the FIFA Interactive World Cup has become the gaming competition for soccer fans and gamers. It's the only tournament in which competitors can play as their soccer heroes and have their virtual skills recognized by FIFA, the real life world governing body of soccer," said Matt Bilbey, Senior Director, Sports Marketing, EA. "With our partners at FIFA and PlayStation, we're excited for this year's season to kick off when FIFA Soccer 09 launches in October. The development team has done an incredible job in making FIFA Soccer 09 even more authentic and fun to play, so make sure you get a taste of it now and start practicing with the demo on PLAYSTATION Network."

"This year is PlayStation's second season involved in the FIWC and we are very excited to see the tournament grow and evolve to establish itself as the biggest online soccer tournament in the world," said Darren Carter, VP for Brand and Consumer Marketing, SCEE. "This season players will be able to truly understand the unique experience FIFA Soccer 09 on PLAYSTATION 3 and PLAYSTATION Network offers and we look forward to seeing players from around the world go onto the PLAYSTATION Network and get practising immediately."

During last year's tournament, players spanning the globe from New Zealand to South Africa, Brazil to Korea to the USA and Italy dribbled and scored their way through the tournament's 20 live qualifiers, while over 25,000 players competed in the online leg. In the end, it was Alfonso Ramos from Spain who emerged victoriously from the Grand Final in Berlin. He will join his real life heroes on the 12th of January 2009 at the FIFA World Player Gala in Zurich to accept his trophy.

EA SPORTS(TM) FIFA Soccer 09 for the PlayStation(R)3 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. Additionally over 250 gameplay additions and enhancements, Custom Team Tactics, 10v10\* Online Team Play and the enhanced Be A Pro:

Seasons will offer players a unique soccer experience that matches the complexity, finesse and beauty of the real-world game. To learn more about FIFA Soccer 09 visit [www.FIFA09.ea.com](http://www.FIFA09.ea.com).

Details about the live qualifier events near you will be made available over the coming weeks at [www.FIFA.com/FIWC](http://www.FIFA.com/FIWC), so check in regularly to keep your fingers on the pulse of the FIFA Interactive World Cup 2009.

Footage and photography of the FIWC 08 is accessible on the FIFA Media Channel\*\* now: <http://mediachannel.extranets.fifa.com/regproc.aspx>

\* Feature not active in FIWC tournament settings

\*\* Requires registration at <http://mediachannel.extranets.fifa.com/RegProc.aspx>

#### 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(TM), EA SPORTS(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>.

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#### About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION(R)3, PlayStation(R)2, PSP(TM) (PlayStation(R)Portable) and PLAYSTATION(R)Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 14.4 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 131.3 million systems worldwide. Since its launch at the end of 2004, over 41.3 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 10 million people have registered to the PLAYSTATION Network, the free-to-access interactive environment, and 200 million items have been downloaded.

More information about PlayStation products can be found at [www.playstation.com](http://www.playstation.com) or visit the Virtual Press Office at [www.scee.presscentre.com](http://www.scee.presscentre.com).

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#### About FIFA

For more than 100 years, the FA(C)dA(C)ration Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. Headquartered in Zurich, Switzerland, the eighth FIFA President, Joseph S. Blatter guides the organisation today with a commitment to the evolution of FIFA as a modern and dynamic association. The basis of the world's football family is formed by FIFA's members. From the founding seven, the family has today grown to 208 affiliated football associations, also organised into six confederations spanning the globe.

FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single-sport event, the FIFA World Cup(TM). In football development projects such as the FIFA GOAL Programme as well as in corporate social responsibility activities (including the Football for Hope movement to support through football social and human development) FIFA makes material, financial and promotional contributions to develop the game and make the world a better place. For the Game. For the World. To find out more about FIFA and its initiatives please check out [www.FIFA.com](http://www.FIFA.com).

SOURCE: Electronic Arts Inc.

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