



## **Madden NFL 09 En EspaAol Ships to Retailers Today**

### **Spanish Version of Madden NFL 09 Arrives in Time to Kick Off NFL's Celebration of Hispanic Heritage Month**

REDWOOD CITY, Calif., Sep 16, 2008 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that Madden NFL 09 En EspaAol has shipped to retail stores for the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game system from Microsoft. Fully translated in Spanish, Madden NFL 09 En EspaAol features Chicago Bears offensive guard, Roberto Garza, on the box cover. Boasting the same renowned gameplay and graphics found in Madden NFL 09, Madden NFL 09 En EspaAol also includes exclusive Spanish language content, additional music tracks and Spanish play-by-play and game analysis voice-over by Alvaro MartAn. Madden NFL 09 En EspaAol users can also compete online against Madden NFL 09 users, as the two games are fully compatible<sup>1</sup>.

Alvaro MartAn, the first Spanish-language play-by-play broadcaster for ABC Sports' and later ESPN's "Monday Night Football", is featured as the broadcast voice of Madden NFL 09 En EspaAol. MartAn has an impressive broadcast background with experience as one of the top play-by-play announcers for ESPN, with 15 NBA Finals, five World Series and 16 Super Bowls to his credit. Madden NFL 09 En EspaAol also features four additional Spanish songs, "Uno, Dos, Tres" by [Motel], "¡Ah Pero Como Vendo Cassettes!" by PXNDX, "El ApagAn" by SeAor Flavio and "Let's Do This" by Fulanito.

Cover athlete Roberto Garza is one of a growing number of Hispanic players in the NFL. Garza, who will be contributing to a blog on [www.easports.com/madden09/es](http://www.easports.com/madden09/es) throughout the NFL season, was drafted by the Atlanta Falcons in 2001. Garza signed with the Chicago Bears in 2005. Due to his extensive involvement with charitable organizations, the Chicago Bears nominated Garza for the Walter Payton "Man of the Year" award in 2006.

"It is an honor to be featured on the cover of Madden NFL 09 En EspaAol. As a first generation Mexican American, this opportunity provides an amazing and unique way for me to represent my Hispanic heritage," says cover athlete Roberto Garza. "Madden NFL is a game that I have enjoyed for years and I will certainly treasure this forever."

Madden NFL 09 En EspaAol is the second iteration of the franchise. Last year, San Diego Chargers' defensive end, Luis Castillo, was featured on the cover of Madden NFL 08 En EspaAol.

"EA is proud to share in the NFL's efforts to deliver customized content to Spanish-speaking fans," says senior product manager, Anthony Stevenson. "Offering the Hispanic fan base an opportunity to further develop their passion for the game by playing Madden NFL 09 En EspaAol is a tremendous honor and something we hope to build upon down the road."

"We are pleased to partner with EA to bring Madden NFL 09 en EspaAol to our fans," says Peter O'Reilly, NFL director of marketing. "This customized version of Madden provides Spanish-speaking fans yet another way to engage with the NFL and experience the game all year round."

Madden NFL 09 En EspaAol is part of a commitment the NFL and NFL PLAYERS share in delivering customized content to a growing Hispanic fan base. The NFL offers a variety of content for Spanish-speaking fans through NFLatino.com powered by Univision.com, NFL Monday Night Football on ESPN Deportes, NBC Sunday Night Football in Spanish via SAP, Univision Radio's 32-game lineup, FOX Impacto NFL on FOX Sports en EspaAol, as well as NFL coverage throughout the season on Telemundo's weekly sports and entertainment shows. In addition, NFL PLAYERS reaches Hispanic fans through various player-driven charitable initiatives and community appearances.

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.

<sup>1</sup> Internet connection required.

## 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](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.

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