



## **2008 EA SPORTS NCAA Football Challenge Presented by Coca-Cola Zero Puts College Football Pride on the Line as Gamers Square off on Campus**

### **Finalists of the EA SPORTS NCAA(R) Football Challenge Presented by Coca-Cola Zero Square Off at the Rose Bowl in January**

REDWOOD CITY, Calif., Sep 18, 2008 (BUSINESS WIRE) -- Strap on your helmets and start up the marching band as Electronic Arts Inc. (NASDAQ:ERTS) announced today the start of the EA SPORTS(TM) NCAA(R) Football Challenge presented by Coca-Cola Zero. The NCAA Football Challenge kicked off its fourth season on September 1 at University of California, Los Angeles, beginning a 16-city, two-month tour of college towns across the nation culminating in the finals tournament held at the Rose Bowl in Pasadena, California, with the winner taking home a grand prize of \$10,000.

The NCAA Football Challenge is a high-intensity competition that reflects the gridiron battles that occur every Saturday, providing an official tournament for the gamers of all types, from hard-core to casual, to compete for prizes and claim bragging rights for their favorite schools. This is the second year of the EA SPORTS Challenge Series events of its most popular games. This year's NCAA Football Challenge features an online component, as EA SPORTS has partnered with Microsoft to run a dedicated online program on Xbox LIVE that will bring the Challenge Series to hundreds of thousands of potential participants.

"The EA SPORTS NCAA Football Challenge presented by Coca-Cola Zero brings the competition and excitement college football players feel every week to gamers in college towns across the nation," said Brian Movalson, EA SPORTS Marketing Director. "EA SPORTS NCAA Football 09 brings college fans closer to the experience of a college football game than ever before, and the NCAA Football Challenge provides the ultimate venue for gamers to defend the pride of their favorite college football teams, show their skills and compete for prizes at the same time!"

"We are thrilled to be affiliated with an event such as the NCAA Football Challenge that's focused around such a relevant passion for our Coca-Cola Zero drinkers," said Russell Baker, Coca-Cola Zero Brand Manager, Coca-Cola North America.

"Since the inception of the NCAA Football video game franchise, EA SPORTS has been a fantastic partner," said David Bertram, Executive Director and GM of NCAA Football. "We are pleased to support the EA SPORTS NCAA Football Challenge presented by Coca-Cola Zero as it represents yet one more way fans can experience the thrills of college football."

The NCAA Football Challenge will touch down at 16 college towns around the nation with the winners from each of the campus tournaments advancing to EA SPORTS own version of the college football championship game - the NCAA Football Challenge finals on January 1, 2009. The finals will be held at the historic Rose Bowl in Pasadena, California. Dates and locations for challenge venues are:

Date	School	Location
9/1/08	UCLA	Los Angeles, CA
9/5/08	Arizona State University	Tempe, AZ
9/9/08	University of Arizona	Tucson, AZ
9/12/08	USC	Los Angeles, CA
9/17/08	Oklahoma State University	Stillwater, OK
9/19/08	University of Texas	Austin, TX
9/24/08	Texas A&M University	College Station, TX
9/25/08	Louisiana State University	Baton Rouge, LA
10/1/08	University of Kansas	Lawrence, KS
10/3/08	Wisconsin	Madison, WI
10/8/08	University of Kentucky	Lexington, KY
10/10/08	Georgia Tech	Atlanta, GA
10/15/08	North Carolina State	Raleigh, NC

10/17/08	University of Tennessee	Knoxville, TN
10/22/08	Boston College	Chestnut Hill, MA
10/24/08	University of Connecticut	Storrs, CT

EA SPORTS will travel around the country to host events where participants can register, enter and play in a tournament. Participants in the NCAA Football Challenge will compete playing the game on Xbox 360(R) video game and entertainment systems from Microsoft. The winner of the NCAA Football Challenge will receive a grand prize of \$10,000. For more information on rules, registration and regulations, go to [www.easportschallengeseries.com](http://www.easportschallengeseries.com).

Developed in Orlando, FL by EA Tiburon, NCAA Football 09 is available now on the Xbox 360(R) and Xbox(R) videogame and entertainment systems from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, Nintendo DS (TM), Wii(TM), PC, PSP(R) (PlayStation(R)Portable) handheld entertainment system and mobile handsets. For more information check out <http://www.easports.com/ncaa09>.

#### 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](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>.

#### About NCAA Football

NCAA Football USA, Inc. is a coalition of the American Football Coaches Association, the Conference Commissioners Association, the National Association of Collegiate Directors of Athletics and the National Collegiate Athletics Association and serves to improve, promote and protect college football for those who play, coach, support and dream of playing the game. IMG has served as NCAA Football's managing partner since its inception.

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#### About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

SOURCE: Electronic Arts Inc.

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