



Made Fresh Daily! NBA LIVE 09 in Stores Everywhere Today

Dynamic DNA, Powered by Synergy Sports Technology, Pumps Authentic NBA Data Into the Game Every Day of the Season

REDWOOD CITY, Calif., Oct 07, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that NBA LIVE 09 is now available in North America and will be available worldwide on October 10th. Developed by EA Canada under the EA SPORTS(TM) brand, NBA LIVE 09 rewrites the book on authenticity and connectivity, while still providing an approachable experience for players of all levels. NBA LIVE 09 is available on the Xbox 360(R) video game system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, and PSP(R) (PlayStation(R)Portable). NBA LIVE 09 All-Play for the Wii(TM) was designed for social play with family and friends, and offers more action, more often.

NBA LIVE 09(1) has rewritten the rules and fundamentally shifted the way you look at sports simulation games. Powered by Synergy Sports Technology -- the premier analytics provider of NBA data for more than 20 NBA teams -- Dynamic DNA emulates an NBA player with absolute precision. Three components of Dynamic DNA include; Player DNA that breaks down how a player scores, Team DNA that rates how the players on the floor play as a unit and Tendencies that refer to the percentage a player drives left, right or shoots from each spot on the floor. Synergy Sports Technology indexes each possession of every NBA game in real time, producing 100 times the amount of metadata available from other stats services and has performed more than 50 million data entry points in the last two years alone.

Every game will now feel different driven by Dynamic DNA data that updates every single day of the season using NBA LIVE 365 powered by T-Mobile. NBA LIVE 09 is now constantly evolving and authentically reflects what you see during each NBA game in your virtual experience. If you're a sports fan, this is a dream come true -- NBA LIVE 09 is made fresh daily, all season long(2).

NBA LIVE 09 introduces all-new gameplay features like Pick and Roll Control, Defensive Lockdown Control, Signature Playcalling and Quickstrike Ankle-Breakers that will make the NBA LIVE experience fun from beginning to end. For those in need of some extra coaching, NBA LIVE 09 takes you to training camp with the NBA Academy that gives you a chance to hone your skills. Featuring 24 authentic FIBA teams with realistic team play styles and rosters, NBA LIVE 09 features a FIBA World Championship Mode using FIBA tournament structure, rules and court dimensions. Take your game online(3) with 5 vs.5 team play, where 10 people can play together on 10 different consoles around the world.

NBA LIVE 08 was the #1 selling basketball game in 2007(4). The game is rated "E" (Everyone) by the ESRB and 3+ 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. NBA LIVE 09 All-Play for the Wii has an MSRP of \$49.99, and an MSRP of \$29.99 for the PlayStation 2 computer entertainment system and PSP (PlayStation Portable). For more information, log onto www.easports.com/nbalive09. Media can find screenshots 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) Features listed below are not available on all consoles.

(2) Daily updates are specific to the PLAYSTATION 3 computer entertainment system and Xbox 360 video game system from Microsoft. Internet connection required.

(3) Internet connection required.

(4) 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 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. 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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