



EA SPORTS FIFA Soccer 09 in Stores Now in North America

Featuring adidas Live Season, FIFA 09 Clubs and Be A Pro: 10 v 10 Online Team Play

REDWOOD CITY, Calif., Oct 14, 2008 (BUSINESS WIRE) -- After posting record Week 1 sales throughout Europe, Electronic Arts Inc. (NASDAQ:ERTS) announced that EA SPORTS(TM) FIFA Soccer 09 has shipped to stores throughout North America and Asia today, providing soccer fans with a customized gameplay experience that takes advantage of the hardware specifications of each available platform -- the PLAYSTATION(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, PC, PlayStation(R)2, PSP(R) (PlayStation(R)Portable) system and mobile.

FIFA Soccer 09 launches in North America and Asia on the Wii(TM) home video game system and Nintendo DS(TM) on October 28, 2008.

A new premium service for FIFA Soccer 09 on PLAYSTATION(R)3, Xbox 360(R) and PC called adidas Live Season* is poised to redefine the soccer videogame experience by dynamically updating player form in-game on a weekly basis so that player attributes mirror real-world performances. FIFA Soccer 09 will now feel and play differently throughout the entire 2008-2009 season matching the weekly rhythm of soccer. Gameplay will change dynamically as the performance of players and football teams in the real world experience the highs and lows during their campaigns. The new service is available now for Barclay's Premier League, La Liga BBVA, Ligue 1, Bundesliga, Serie A and Mexican Primera Division.

FIFA Soccer 09 also features a new online mode called FIFA 09 Clubs*, designed for PLAYSTATION (R)3 and Xbox 360(R), that enables gamers to form or join user-controlled 'clubs' of up to 50 friends and field their strongest team when competing in Be A Pro: 10 v 10 Online Team Play, a feature that enables 20 people on 20 different consoles to connect online to play a single match of FIFA Soccer 09. FIFA 09 Clubs will determine the best virtual team in the world as Clubs are relegated and promoted to different divisions based on their performance during the season.

With the launch of FIFA Soccer 09 in North America and Asia players can now register for the fifth FIFA Interactive World Cup (FIWC) season. FIWC 09 registration to participate in the online leg of the tournament takes place inside the FIWC mode of FIFA Soccer 09 on the PS3 which has been made accessible for today for gamers around the world. At the end of the qualifiers, the 13 best online players will have secured their space in the Grand Final, which takes place next Spring. Hopeful players will also be able to compete at one of 19 physical FIWC 09 Qualifier Events across the globe. Details about these live qualifier events will be made available over the coming weeks at www.FIFA.com/FIWC. Participation pays as the ultimate winner will not only be recognized as the best virtual soccer player by the real life world governing body of soccer FIFA, but he will also receive an invitation to the FIFA World Player Gala along with a US \$20,000 cash prize and an all new KIA 'Soul'. For the first time in the tournament's history, the runner up will receive US \$5,000, while the player coming third will be awarded US \$1,000.

With 500 new animation sequences and all-new collision and shielding systems -- representing the biggest innovations to the multiplatform EA SPORTS soccer engine in four years -- FIFA Soccer 09 delivers more responsive, intelligent and realistic physical action on the PlayStation 2 system. The new collision detection system with 360 degree coverage enables players to behave according to their physical attributes where player speed, direction and strength determine everything from the severity of the collision to the outcome of possession. Changes to the animation system reward the skillful gamer during one-on-one situations between attackers and defenders.

FIFA Soccer 09 on PC features leading-edge visuals delivering graphics that exploit the power of hi-spec gaming PCs, customizable mouse gameplay controls that provide deeper, more intuitive command over your squad and customizable widgets integrated into the menu system.

FIFA Soccer 09 on the PSP (R) system now contains the innovative Be A Pro feature, including the unique Be A Pro camera that re-creates the rush and excitement of racing in on goal.

To learn more about FIFA Soccer 09 visit www.FIFA09.ea.com.

Developed in Burnaby, B.C., by EA Canada, FIFA Soccer 09 is localized into 17 languages and sold in 37 countries -- it is the most popular EA SPORTS(TM) franchise globally. FIFA Soccer 09 is rated "E" for everyone by ESRB and 3+ by PEGI.

* 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 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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SOURCE: Electronic Arts Inc.

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