



FaceBreaker K.O. Party Steps Into Retail Ring Today

Arcade Boxing Title Emphasizes Social Play

REDWOOD CITY, Calif., Nov 11, 2008 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that FaceBreaker(TM) K.O. Party has shipped to retailers worldwide on the Wii(TM). An all-new intellectual property under the EA SPORTS Freestyle(TM) brand, FaceBreaker K.O. Party brings back the experience of old-school arcade boxing with the new-school controls of the Wii.

FaceBreaker K.O. Party drops you into a world filled with eye-popping stylized graphics and ego wielding characters that will have you raring to get your pummel on. With pick-up-and-punch controls, gamers of all skill levels can jump right into the action. From jabs to charged punches, every motion has been built to be both intuitive and responsive. Throw a flurry of punches with the Wii Remote(TM), or Nunchuk(TM), and watch as your character does the same.

Emphasizing social play, FaceBreaker K.O. Party features two exclusive multiplayer modes that encourage gamers to play together. T.K.O, or Team Knock-Out, allows four players to choose a team of boxers to bring into the ring where the last boxer standing takes the victory. In Punch-o-matic, random is the name of the game. Prior to every match players will pull a lever that will add a surprise to the standard bout. From power-ups dropping in the ring that give you the ability to freeze your opponent to ever-changing game speeds; you'll never know what to expect in this party mode.

Laugh out loud as you pummel your opponent with a barrage of blows to the face, and watch in satisfaction as your progress is illustrated by real-time facial deformation. With haymakers, face shots and body blows, wait for the right moment to drop a Breaker to make your presence known. Taunt your adversaries and flaunt your talent, by boxing with one hand behind your back to add ultimate humiliation to your bout. In FaceBreaker K.O. Party, rearranging faces just feels better when done with friends.

FaceBreaker K.O. Party was developed by EA Canada in Vancouver, B.C. and is now available for the Wii(TM) with an MSRP of \$39.99. The game has been rated T (Teen) by the ESRB and 12+ by PEGI. For more information, log onto www.easports.com/facebreaker. Media can find a 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.

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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