



EA SPORTS FIFA 09 Goes Live on Nokia N-Gage

World's Number One Football Game Hits Nokia Mobile Gaming Platform, Delivering Most Intuitive Mobile Football Experience to Date

LONDON, Nov 20, 2008 (BUSINESS WIRE) --

EA Mobile(TM), a division of Electronic Arts Inc (NASDAQ:ERTS), today announced the availability of *EA SPORTS™ FIFA 09* for Nokia N-Gage. *EA SPORTS FIFA 09* is the most accessible and immersive football experience ever brought to mobile, with smoother, simplified gameplay and a host of options for sharing and comparing team performance with other players through Nokia's N-Gage Arena.

Chris Gibbs, Head of Studio, EA Mobile Europe, comments: "We are excited to bring *FIFA 09* to the N-Gage platform. The smooth gameplay and fantastic graphics it delivers on Nokia N-Gage mobile devices and the unique community dimension enabled by connectivity to N-Gage Arena shows how marrying intuitive control systems with innovative features can take sports action games to new heights on the mobile platform."

"*EA SPORTS FIFA 09* is one of the most sophisticated football videogames ever created, and Nokia is thrilled to bring it to the N-Gage community," says Gregg Sauter, Director of Third Party Publishing, Nokia. "It's a game of two halves: ultra-realistic in-game controls, combined with the ability to rate your skills against friends in the N-Gage Arena."

Featuring the cream of football talent across 100 European teams from the Premiership, Serie A, La Liga, Bundesliga 1 and Ligue 1, *EA SPORTS FIFA 09* delivers the most fluid football gameplay ever seen on mobile. A simple but addictive two button control system opens up new passing and shooting options as well as stunning skill moves including stepovers, 360s and through-balls, whilst more creative opponent player AI delivers fantastic movement off the ball and highly realistic opposition attacking and defensive patterns.

Players can track their teams' progress against the rest of the world through connectivity to Nokia's N-Gage Arena. Players can upload their progress to the online leaderboards that rank performance in Career Points, Games Won, Red Cards accrued and many other statistics. Other new features in *EA SPORTS FIFA 09* include a realistic Man of The Match system and a Challenge Mode that enables players to earn rewards to help win the league by boosting player performance, eliminating red cards, healing injured players, or increasing player stamina.

EA Mobile recently announced that it is furthering its support for Nokia N-Gage with an extensive global release schedule for the platform. Available in time for the holiday season alongside *EA SPORTS FIFA 09* is *Spore™ Origins*, with many other popular franchises such as *Need For Speed™ Undercover*, *Tiger Woods PGA TOUR(R)* and *The Sims™ 3* arriving in 2009.

For more information on availability, please visit www.eamobile.com.

About EA Mobile

EA Mobile(TM), a division of Electronic Arts, is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled(R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE(in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including *Madden NFL Football*, *EA SPORTS FIFA Soccer* and *NASCAR(R)*. EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.com.

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>.

About N-Gage

N-Gage is a made-for-mobile games service available in compatible Nokia Nseries and other S60 3rd Edition devices from Nokia. N-Gage makes it easy to find, try, buy, play and manage high-quality mobile games as well as connect to friends and other players in the N-Gage Arena, Nokia's mobile gaming community. Nokia is working with the world's leading publishers to deliver a broad portfolio of games. www.n-gage.com

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. We make a wide range of mobile devices with services and software that enable people to experience music, navigation, video, television, imaging, games, business mobility and more. Developing and growing our offering of consumer Internet services, as well as our enterprise solutions and software, is a key area of focus. We also provide equipment, solutions and services for communications networks through Nokia Siemens Networks.

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SOURCE: Electronic Arts Inc.

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