



EA SPORTS Throws Rulebook out the Window for 3 on 3 NHL Arcade

New Title from EA SPORTS Freestyle Prioritizes Accessible Fun with Low Cost of Entry

REDWOOD CITY, Calif., Dec 05, 2008 (BUSINESS WIRE) --

Electronic Arts Inc. (Nasdaq:ERTS) announced today that *3 on 3 NHL(R) Arcade* - an all-new downloadable experience from EA SPORTS Freestyle(TM) - is in development at EA Canada by the team that produced the critically acclaimed *NHL 09*. *3 on 3 NHL Arcade* is a no rules, fast paced, hockey experience that gamers of all types can enjoy. This fresh take on the NHL Hockey franchise will be available as a download in February 2009 on Xbox LIVE Arcade and the Playstation Network for 800 MS Points and \$9.99, respectively.

"Available through a simple digital download, *3 on 3 NHL Arcade* is perfect for sports fans who want to experience the thrill of NHL hockey at a great value without worrying about the rules of the sport," said Dave McCarthy, vice president, EA SPORTS. "Accessibility is really important. We have worked to make sure that come February, *3 on 3 NHL Arcade* is a lot of fun for players of all skill levels."

With fast paced action, crushing hits and loads of room to experiment, *3 on 3 NHL Arcade* will have gamers from all walks of life excited about hockey. With no rules to hinder the action, deliver devastating checks that send your opponent over the boards and watch as he has to skate back onto the ice. If the goalie comes out of his crease to play the puck, check him. Exaggerated player-looks take center stage with 40 of the top NHL stars, representing every team, skating around the miniature rink. With game-changing power-ups falling on the ice throughout each session, serious is not the name of this game. Fly down the ice with a super-speed skater, and beat a giant sprawling goalie with a trick move for that highlight reel finish.

With two control schemes to choose from, players can pick between button controls that allow gamers of all skill levels to pass, shoot, hit and break out the all-new trick moves with ease, or the more advanced Skill Stick controls from *NHL 09*. *3 on 3 NHL Arcade* also brings the online experience players have come to expect from EA SPORTS. In addition to standard ranked matches, *3 on 3 NHL Arcade* allows the ability for three players on one console to play three other players on another console anywhere in the world.

This game has not yet been rated by the ESRB or by PEGI. For more information, log onto www.easports.com/nhl09. 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.

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™, EA™, EA SPORTS Freestyle™ and POGO™. 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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