



FIFA Interactive World Cup Champion Officially Crowned at FIFA World Player Gala

Record numbers already signed up for FIFA Interactive World Cup 2009 Barcelona confirmed as venue for 2009 competition grand final in May

ZURICH, Switzerland, Jan 13, 2009 (BUSINESS WIRE) --

FIFA, the world's governing body of soccer, Electronic Arts Inc (NASDAQ: ERTS) and Sony Computer Entertainment Europe (SCEE) today announced that Alfonso Ramos, the FIFA Interactive World Cup 2008 Champion, has received his official winner's trophy at the FIFA World Player Gala in Zurich. Ramos was joined by some of the world's greatest soccer players, including Cristiano Ronaldo, crowned the 2008 FIFA World Player of the Year, and Fernando Torres at the star-studded event.

The FIFA Interactive World Cup (FIWC) 2009 has received a record number of entrants with around 320,000 competitors already signed up to compete in this year's competition. The FIWC has become one of the largest and fastest growing sports gaming competitions in the world with players from around the globe battling it out on EA SPORTS(TM) *FIFA 09* for PLAYSTATION(R)3 (PS3(TM)) in a bid to be crowned the best virtual soccer player in the world and receive the \$20,000 1st place prize. For anyone who thinks they've got what it takes, there is still time ahead of March 31 to enter and show the world what you're made of, so get registered and start laying your claim to the crown.

FIFA, EA and SCEE have also announced that the FIWC 09 grand final in May will take place in Barcelona, one of the world's greatest soccer cities. The glamorous grand final marks the culmination of months of qualifying rounds currently taking place both online via the PlayStation(R)Network and at FIWC 09 Live Qualifier Events around the globe, in countries including Australia, Brazil, UK, Germany, France, Italy, South Africa and the United States.

"We got involved in the FIFA Interactive World Cup with the intention of creating an iconic gaming competition, but to achieve the huge increase in competitors that we have seen this year is something that exceeds even our most optimistic predictions," said Darren Carter, Vice President for Brand and Consumer Marketing, SCEE. "Everything about the FIWC this year is bigger and better and to see so many competing online on PlayStation Network really highlights how PlayStation(R) has grown along with the tournament. We can't wait to welcome the best virtual soccer players to Barcelona, Spain."

"We are extremely proud to once again be supporting the FIWC alongside FIFA and Sony Computer Entertainment," said Matt Bilbey, Vice President International Marketing, EA SPORTS. "We believe that *FIFA 09* is our best ever soccer title and we are delighted to see so many gamers battling it out in the game both online and at physical qualifying events around the world. The FIWC has grown over the years to become a truly global gaming competition which captures the heart and spirit of soccer and gaming and we look forward to crowning this year's victor at the grand final in May."

Details about the live qualifier events near you will be made available over the coming weeks at www.FIFA.com/FIWC, so check in regularly to keep your fingers on the pulse of the FIFA Interactive World Cup 2009.

Footage and photography of the FIWC 08 is accessible on the FIFA Media Channel** now:
<http://mediachannel.extranets.fifa.com/regproc.aspx>

* Feature not active in FIWC tournament settings

** Requires registration at <http://mediachannel.extranets.fifa.com/RegProc.aspx>

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(TM), EA SPORTS(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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About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION(R)3, PlayStation(R)2,PSP(TM) (PlayStation(R)Portable) and PlayStation(R)Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 14.4 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 131.3 million systems worldwide. Since its launch at the end of 2004, over 41.3 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 10 million people have registered to the PlayStation Network, the free-to-access interactive environment, and 200 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

PlayStation, PLAYSTATION, PSP and the PlayStation logo are registered trademarks of Sony Computer Entertainment Inc.

About FIFA

For more than 100 years, the Federation Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. Headquartered in Zurich, Switzerland, the eighth FIFA President, Joseph S. Blatter guides the organisation today with a commitment to the evolution of FIFA as a modern and dynamic association. The basis of the world's football family is formed by FIFA's members. From the founding seven, the family has today grown to 208 affiliated football associations, also organised into six confederations spanning the globe.

FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single-sport event, the FIFA World Cup(TM). In football development projects such as the FIFA GOAL Programme as well as in corporate social responsibility activities (including the Football for Hope movement to support through football social and human development) FIFA makes material, financial and promotional contributions to develop the game and make the world a better place. For the Game. For the World. To find out more about FIFA and its initiatives please check out www.FIFA.com.

SOURCE: Electronic Arts Inc

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