



3 on 3 NHL Arcade Skates onto PlayStation Network and XBOX Live

EA SPORTS Downloadable Title Prioritizes Accessible Fun with Low Cost of Entry

REDWOOD CITY, Calif., Feb 05, 2009 (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 now available worldwide on the PlayStation(R)Network for \$9.99. The game will be available on XBOX Live Arcade, for 800 MS Points, on February 11, 2009. Developed at EA Canada by the team that produced the critically acclaimed *NHL 09*, winner of 10 Sports Videogame of the Year Awards, *3 on 3 NHL Arcade* is a no rules, fast paced, hockey experience that gamers of all types can enjoy.

From the exaggerated player-looks of 40 of the NHL's top stars to game changing power-ups, *3 on 3 NHL Arcade* is a light-hearted hockey game that appeals to everyone. With no rules to hinder the action, you can deliver devastating checks that send your opponent over the boards, or check the goalie if he skates out of the crease to play the puck. Feel like you need to turn the tide? Grab one of eight power-ups to change the momentum of a game and fly down the ice with a super-speed skater to beat a mini-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 use the all-new trick moves with ease, or the more advanced Skill Stick controls from *NHL 09*. 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*. 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.

This game has been rated E for Everyone by the ESRB and 12+ by PEGI. For more information, log onto www.easports.com/nhl09. Media can find screenshots of the game at <http://info.ea.com>, Download codes are available upon request.

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.

**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™, 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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