



EA SPORTS Creates FIFA 09 Ultimate Team for Record Number of FIFA 09 Online Gamers

FIFA 09 Ultimate Team Enables Gamers to Create and Collect Their Fantasy Soccer Team to Compete Online

REDWOOD CITY, Calif., Feb 10, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the development of a unique, downloadable game mode called *FIFA 09 Ultimate Team* that will deliver a strategic new online experience to the award-winning EA SPORTS(TM) *FIFA Soccer 09* on the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system. *FIFA 09 Ultimate Team* challenges gamers to collect or create the most talented soccer players in the world, develop them into a fantasy team and then compete online against a legion of challengers to be crowned the ultimate team.

Winner of 25 international game quality awards, *FIFA Soccer 09* is the most popular EA SPORTS game played online*. Over 141 million games of *FIFA Soccer 09* have been played on the PLAYSTATION 3 and Xbox 360 by gamers connected online since the game's European launch on Sept. 25, 2008. An average of 1.25 million games are played online daily, which is a 321 percent increase over *FIFA Soccer 08*. *FIFA 09 Ultimate Team* expands the *FIFA Soccer 09* online experience by delivering the ultimate fantasy in club soccer to the record number of individuals playing while connected online.

"Online is the next great frontier in sports gaming. We are seeing a record number of individuals globally playing *FIFA Soccer 09* online so we are focused on developing games that maximize the online experience," said Andrew Wilson, Vice President & Executive Producer for the franchise. "A dedicated team developed *FIFA 09 Ultimate Team* and they have created a game within the game, delivering a strategic new way to play *FIFA Soccer 09* that will create hundreds of additional hours of playing time."

FIFA 09 Ultimate Team challenges gamers to collect 30 different types of bronze, silver and gold virtual cards, including Player, Staff, Contract, Formations, and Tactics, to create their fantasy team. Strategically collect and manage players and different types of cards, and then set the match strategy to win. Carefully select or trade for the right Manager, then choose the best Tactics and Formations that forge the team chemistry necessary to take your club to the top. Plus, deal Gameplay cards on your opponent at key moments of any match for a tactical advantage.

Live the ultimate dream in *FIFA 09 Ultimate Team*. Create yourself in game, line up alongside your heroes and captain your squad to glory. Customize everything from players and stadiums to the kits and badges, creating the world's next great soccer club. Compete offline and online to earn more valuable cards or trawl the market for the ones needed to complete a winning team. Climb the league table or compete in knockout tournaments for the most coveted trophies, where the opposition becomes more difficult after each victory.

Feel the exhilaration as you take your carefully assembled squad into matches and tournaments online against the most formidably talented teams ever assembled--and out play them. Here is the ultimate test of your skills as a player and manager. Write your own legend with *FIFA 09 Ultimate Team*.

FIFA 09 Ultimate Team will be available as a download to *FIFA Soccer 09* beginning March 19, 2009. Fans will be able to experience the new game mode by creating a team with a starter package of players and virtual cards and play a five game trial before deciding to purchase the *FIFA 09 Ultimate Team* mode. *FIFA Soccer 09* is required.

For more information about *FIFA 09 Ultimate Team* visit <http://www.fifa09.ea.com>. Screenshots and product fact sheet can be downloaded at <http://info.ea.com>. *FIFA 09 Ultimate Team*, scheduled for worldwide release on March 19, is developed by EA Canada in Vancouver, B.C. It is rated "E" for everyone by the ESRB and 3+ by PEGI.

* based on average daily online users between Sept. 25, 2008 and January 26, 2009.

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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