



New Downloadable EA Sports Videogame Enables Fans to Replicate NCAA March Madness

Fans Can Take Their Favorite School On The Road To The Final Four Using NCAA Basketball 09: March Madness Edition

REDWOOD CITY, Calif., Mar 03, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ: ERTS) today announced EA SPORTS(TM) will for the first time offer a downloadable official NCAA(R) Tournament edition of its college basketball videogame. Fans will be able to replicate the NCAA Division I Men's Basketball Championship bracket and play with all the schools in NCAA March Madness(R). Called [NCAA\(R\) Basketball 09: March Madness\(R\) Edition](#) and available exclusively for the Xbox 360(R) videogame and entertainment system for 1200 Microsoft points (\$15.00), it will be available to download just in time for the start of the NCAA tournament. The 2009 Tournament tips-off exclusively on CBS Sports on March 19th.

NCAA Basketball 09: March Madness Edition will be easy-to-download exclusively for the Xbox 360 through Xbox LIVE Marketplace for 1200 Microsoft points beginning March 11, 2009. The game will initially feature teams from last year's tournament, and then beginning on March 18, will feature the just-announced official Selection Sunday brackets and accurate teams with updated ratings.

NCAA Basketball 09: March Madness Edition will re-create all the atmosphere and intensity of NCAA March Madness by enabling fans to authentically replicate the entire NCAA Tournament and play through the "virtual bracket" with their favorite team under the same conditions they'll face throughout March Madness. Take on the challenge of leading any of the 65 schools competing on the road to the Final Four(R), from the opening round right through to a virtual reproduction of the Final Four on the authentic Ford Field court in Detroit, where one team will be crowned NCAA Division I Men's Basketball National Champion on April 6, 2009.

"We really wanted to make our game available to a wider selection of fans that are drawn to college basketball by the passion, excitement and drama that surrounds March Madness," said Connor Dougan, Producer for *NCAA(R) Basketball 09: March Madness Edition*. "Fans will be able to experience the tournament, feel the adrenaline rush that comes with a single loss elimination tournament and write their own history."

"Few sporting events capture the excitement and intensity of March Madness, so it's great to be able to offer everyone a chance to play with *NCAA Basketball 09: March Madness Edition*, an exclusive to Xbox LIVE and Xbox 360," said Marc Whitten, General Manager of Xbox LIVE. "Xbox LIVE continues to break new ground, offering new ways to play and enjoy your favorite games and entertainment. With EA we are offering everyone a chance to experience a blockbuster game tailored specifically for March Madness in a way that has never been done before."

NCAA Basketball 09: March Madness Edition challenges gamers to replicate their school's style of play, set the tempo and win. Plus, the game features Division I coaches in-game providing real time instruction and feedback, helping gamers control the tempo by executing their team's offense and defense to perfection.

Download *NCAA Basketball 09: March Madness Edition* through Xbox LIVE Marketplace and follow the tournament through *NCAA March Madness on Demand(R)*, the free, live, online streaming of all tournament games available at [NCAA.com](#) and [CBSsports.com](#).

NCAA Basketball 09: March Madness Edition is in development at EA Canada in Burnaby, B.C. The game is rated "E" for everyone by the ESRB. To learn more about the game visit [www.ncaabasketball09.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(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>.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

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SOURCE: Electronic Arts Inc.

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