



## Muhammad Ali and Mike Tyson Chosen as Cover Athletes for EA SPORTS Fight Night Round 4

### ***Fans Unanimously Vote to Have Boxing Legends Share Cover Worldwide***

REDWOOD CITY, Calif., Mar 09, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that "The Greatest of All Time", Muhammad Ali, and "Iron" Mike Tyson will share the cover of one of the most anticipated games of 2009, *Fight Night Round 4*. Fan voting on [www.AliorTyson.com](http://www.AliorTyson.com) started in late December 2008 and the final results favored having both legends together on the cover. *Fight Night Round 4* is being developed under the EA SPORTS(TM) brand by EA Canada in Vancouver, B.C. and will ship to retailers worldwide this summer.

Muhammad Ali, the most celebrated boxer of all time, was famous for his quick tongue and his even quicker hands that wore down his opponents fight after fight. Ali was the first fighter in history to win the undisputed heavyweight championship three times, and is highly revered for his contribution to the sport of boxing. Mike Tyson, a knock out legend, will join Ali on the cover. The youngest boxer ever to win a heavyweight championship, Tyson enthralled the world with his precision, power, and ability to put away his opponents in the first round. These two boxing icons finally come face to face in *Fight Night Round 4*.

"I'm honored to be on the cover of *Fight Night Round 4* with Ali. He was a special champ, and I have the highest respect for him as a person and a fighter," said Tyson. "People always ask me if I think I would have beaten Ali if I had the chance to fight him when we were both in our prime. Now you can figure it out for yourselves. *Fight Night* puts you right in that ring and gives you the gloves to settle the score."

The addition of Mike Tyson to *Fight Night Round 4* fills a hole in videogame rosters that has existed for almost a decade. Users will finally be able to fight as 'Iron Mike', or fight against him as one of many other all time greats. Promising to revolutionize the fighting genre, *Fight Night Round 4* features an all new physics based gameplay engine that brings the most authentic interpretation of the sweet science to the videogame world. The action inside the ring will be faster than ever, delivering a true representation of the sport's incredible speed, accuracy, timing, and power. *Fight Night Round 4* allows you to create dozens of legendary match ups, including Tyson vs. Ali, with unprecedented realism.

Consumers can step into the ring sooner with GameStop's exclusive pre-order program. By pre-ordering *Fight Night Round 4* at their local Gamestop, or online at [www.gamestop.com](http://www.gamestop.com), fans will receive early access to the game's demo. The game will be available for the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R)(TM) video game system from Microsoft. This game has not yet been rated by the ESRB or PEGI. For more information, log onto <http://fightnight.easports.com>. Media can find images of the cover, screenshots and video at <http://info.ea.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 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](http://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>.

EA, EA SPORTS, EA SPORTS Freestyle, and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. Muhammad Ali provided courtesy of G.O.A.T., Inc. Microsoft and Xbox 360 are trademarks of the Microsoft group of companies. "PLAYSTATION" is a registered trademark of Sony Computer Entertainment Inc. (C) 2008 by GameStop(R). All rights reserved. GameStop is a registered trademark of GameStop, Inc. "Power to the Players" is a trademark of Elbo Inc.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5912489&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.  
Duke Indrasigamany, 604-456-3150  
Publicist  
[dukei@ea.com](mailto:dukei@ea.com)

Jen Riley, 604-456-5081  
PR Manager  
[jriley@ea.com](mailto:jriley@ea.com)

David Tinson, 650-628-5189  
Director, Communications  
[dtinson@ea.com](mailto:dtinson@ea.com)

Copyright Business Wire 2009