



You Cannot Be Serious!! John McEnroe Headlines Legends to Be Featured in EA SPORTS Grand Slam Tennis

Feisty Tennis Champion Makes Videogame Debut

REDWOOD CITY, Calif., Mar 12, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that tennis legend John McEnroe will headline a roster of some of the sport's all-time greats to be featured in *EA SPORTS(TM) Grand Slam^(R) Tennis*. An enigmatic personality both on and off the court, McEnroe will make his videogame debut in EA's new tennis franchise. The game is being developed under the EA SPORTS brand by EA Canada in Vancouver, B.C. It will be available first for the Wii(TM) and ships to North American retailers on June 16th, 2009.

"It's great that EA SPORTS has embraced tennis into its family of games. I think it's a solid sign the sport is thriving and I hope it will continue to generate more interest and excitement in tennis," said McEnroe. "Having Wimbledon exclusive to this game is huge because Wimbledon is such a special tournament, for the entire sport of tennis and for me personally."

One of the greatest tennis players of all-time, McEnroe won seven Grand Slams, including three at Wimbledon, and amassed 77 singles titles. He stopped playing singles on the main ATP tour at the end of 1992 but has remained heavily involved in tennis, playing on seniors tours and providing television commentary for a number of networks at the Grand Slams. McEnroe was inducted into the International Tennis Hall of Fame in 1999. Off the court, he hosted his own talk show and written an autobiography, titled "You Cannot Be Serious", a phrase he made famous through his on-court outbursts during his career.

"Having a champion like John McEnroe exclusive to *EA SPORTS Grand Slam Tennis* reflects our commitment to deliver an authentic, entertaining, and deep representation of the sport like never before," said Dave McCarthy, Vice-President, EA SPORTS. "McEnroe's success, charisma and passion for tennis easily make him one of the most recognizable and colorful personalities, not just in tennis, but all sports."

Specifically designed for the Wii, *EA SPORTS Grand Slam Tennis* puts the racket in the palm of your hand and delivers the deepest tennis experience. Users will feel like they are actually playing tennis, performing real forehands and backhands in their living rooms. The game is one of the first to be compatible with Wii MotionPlus(TM), which enhances the one-to-one motion with added shot depth and precise ball placement.

EA SPORTS Grand Slam Tennis for the Wii has not yet been rated by the ESRB or PEGI, and has an MSRP of \$49.95. For more information, log onto www.easports.com/tennis. Media can find screenshots and video of the game at <http://info.ea.com>.

Top-selling titles and franchises from EA SPORTS include *Madden NFL football*, *FIFA Soccer*, *NHL^(R)*, *NBA LIVE*, *NCAA^(R) Football*, *Tiger Woods PGA TOUR^(R)* and *NASCAR^(R) racing*.

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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5916673&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Paula Kim, 604-456-3179
Senior Publicist
pkim@ea.com
Jen Riley, 604-456-5081
Manager, Public Relations
jriley@ea.com

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