



EA's NCAA Football 10 Hits Retailers July 14th

All-New Season Showdown Mode Ensures Every Game Counts

REDWOOD CITY, Calif., Mar 18, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that [NCAA \(R\) Football 10](#) will be available in North American retail stores on Tuesday, July 14. As the highest-selling college football video game franchise for over a decade*, [EA SPORTS\(TM\)](#) NCAA Football brings an unparalleled college game day experience to football fans across the nation.

Each week leading up to the launch of *NCAA Football 10*, the newly unveiled www.ncaafotball10.com will host the latest features, videos, screenshots, blogs and news. In addition, the website will countdown the highly anticipated announcement of the *NCAA Football 10* cover athletes. A different player will be featured on the packaging of each platform, giving fans plenty of opportunity to speculate whether their favorite athlete will grace one of the covers this season. With several major features scheduled to be announced between now and launch, football fans are encouraged to visit the website regularly for the most up-to-date information.

True to the tradition of the award-winning franchise, *NCAA Football 10* continues to push the bar on innovation with new online modes. *NCAA Football 10* brings the excitement of college football to fans across the nation like never before with its newest feature, Season Showdown. In this new mode, every game counts as fans declare their loyalty to a favorite school and give the ultimate show of support in a nationwide competition. All college football fans will have an opportunity to participate in Season Showdown, as credits not only accumulate in-game but players can also earn credits for their school via new web-based games. Millions of college football fans around the country will be on a mission to prove their school is number one with *NCAA Football 10*'s Season Showdown.

NCAA Football 10 envelops the excitement and pageantry of college football at its best. Enhanced stadiums filled with school colors, cheerleaders and mascots bring the college atmosphere to life. Enjoy the sights of game day with new field goal nets, flags waving in the wind and camera flashes exploding during pivotal moments. With all 120 Football Bowl Subdivision schools represented in the game, *NCAA Football 10* offers fans an exciting way to experience the thrill of authentic college football year-round.

Developed in Orlando, Fla., by EA Tiburon, *NCAA Football 10* will be available on the Xbox 360(R) video game and entertainment system, the PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems and the PSP(R) (PlayStation(R)Portable).

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.

*Based on NPD data.

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 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

About The Collegiate Licensing Company

CLC is a division of IMG College. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: www.clc.com or www.imgworld.com.

About NCAA Football

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. Visit www.NCAAFootball.com for more information.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5921045&lang=en>

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