



## EA Sports FIFA 09 Ultimate Team Available Now for Download

### ***Expansion Mode for FIFA Soccer 09 Enables Fans to Create Their Fantasy Team***

REDWOOD CITY, Calif., Mar 19, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that a new downloadable game mode called *FIFA 09 Ultimate Team* is available now to download 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 the most talented players in the world, develop them into a dream team and then compete online. 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.

Collect bronze, silver and gold virtual cards, including Player, Staff, Contract, Formations, and Tactics, to create a 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.

Write your own legend with *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.

*FIFA 09 Ultimate Team* is available now as a download to *FIFA Soccer 09* for 800 Microsoft points or \$9.99. Fans are 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.

### **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](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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5920990&lang=en>

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