



EA's Madden NFL 10 Kicks Off Season on August 14th

EA SPORTS Brings Interactive Draft Experience to Madden NFL Fans

REDWOOD CITY, Calif., Mar 31, 2009 (BUSINESS WIRE) -- Paint on the eye black and lace up the cleats, Electronic Arts Inc. (NASDAQ:ERTS) announced today that *Madden NFL 10* will be available in North American retail stores on Friday, August 14. The storied football franchise ushers in a new era with advancements that bring the NFL fan everything they see on Sundays, minus the grass stains.

On-field authenticity and emotion is taken to another level in *Madden NFL 10*. With more control over the outcome of the play than ever before, players can drag defenders towards the first down marker, fight for a fumble at the bottom of the pile, and avoid the rush by stepping up into the pocket. Utilizing an all-new animation technology, *Madden NFL 10* ensures that the *Fight For Every Yard* doesn't end until the whistle blows.

"The Tiburon team couldn't be more excited about *Madden NFL 10*," said Phil Frazier, Senior Producer. "With online innovation that will connect Madden fans together like never before, an immersive broadcast presentation that captures the suspense and emotion of the NFL, and the most authentic gameplay to date, *Madden NFL 10* will be the pinnacle in the award-winning franchise."

Madden NFL 10 on the Wii(TM) introduces a unique, genre-defining art style that will raise the bar for sports games on the console. Completely redesigned and built from the ground up, *Madden NFL 10* epitomizes what fun looks like on the Wii and will deliver a social, dynamic experience for the entire living room.

Madden NFL 10 will kick off the season with the Madden NFL 10 Draft Experience hosted exclusively at maddennfl.easports.com on Saturday, April 25th. The innovative website will feature a live, streaming draft analysis show produced right from Madden headquarters in Orlando, Florida. The show will feature several interactive elements, including live call-ins from NFL athletes, on-site correspondents from New York City, and the chance for Madden fans to phone in with comments and questions. As players are drafted, their official *Madden NFL 10* ratings will be released and discussed live. The website will also feature dynamic polls, social networking feeds, photos from the NFL Draft, and live blogs from the *Madden NFL 10* player ratings team. The Madden NFL Draft Experience is a fully interactive destination for NFL and Madden fans alike.

The countdown to the *Madden NFL 10* cover announcement begins today with the launch of maddennfl.easports.com and the *There Can Only Be One* campaign. Each week, check back to the *Madden NFL 10* website as candidates that capture the essence of *Fight for Every Yard* are introduced. See who is in the running for the most coveted cover in sports video games, leading up to the *Madden NFL 10* cover unveil on Friday, April 24th.

The award-winning *Madden NFL* franchise will be available on the Xbox 360 video game system from Microsoft, PlayStation² and PLAYSTATION³ computer entertainment systems, Wii(TM), PSP (PlayStation^{Portable}) handheld entertainment system and is rated RP by the ESRB.

Madden NFL 10 is developed in Orlando, Florida by the EA Tiburon studio, which also produces NCAA^{Football}, Tiger Woods PGA TOUR^{and} and NASCAR^{Kart Racing}.

For more information about *Madden NFL 10* please visit maddennfl.easports.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. 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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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? hockey, NBA LIVE basketball, NCAA? Football, Tiger Woods PGA TOUR? and NASCAR? racing.

SOURCE: Electronic Arts Inc.

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