



EA Sports Unveils Cover Athletes for Grand Slam Tennis

John McEnroe, Roger Federer and Serena Williams Featured on North American Packaging

REDWOOD CITY, Calif., Apr 09, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) announced today that tennis stars John McEnroe, Roger Federer and Serena Williams will be the North American* cover athletes for its new tennis franchise, *EA SPORTS(TM) Grand Slam^(R) Tennis*. Eight different regional player partnerships will be announced soon. McEnroe, one of the sport's most recognizable figures, was recently confirmed as exclusive to the game. Federer and Williams are among the biggest names in tennis and the most accomplished; having won 23 Grand Slam singles titles between them. Williams becomes the first woman to grace the cover of an EA SPORTS simulation product.

"It's very exciting to be on the cover of *EA SPORTS Grand Slam Tennis*. This game not only shows EA's enthusiasm for tennis but for also women's tennis," said Williams. "I know from experience how tough and gratifying it is to win all four Grand Slams so I hope people will enjoy the Grand Slam experience that is offered in this game."

EA SPORTS Grand Slam Tennis is being developed under the EA SPORTS brand by EA Canada in Vancouver, B.C. Designed first for the Wii(TM), it ships to North American retailers on June 15th, one day earlier than the previously announced ship date. Worldwide it ships on June 26th with the exception of the United Kingdom, Sweden, Finland, Norway, Denmark, Spain and Australia, where it ships on June 12th.

This fall, *EA SPORTS Grand Slam Tennis* will also be served up for the PLAYSTATION^(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system from Microsoft. With stunning realism, it will feature innovative control systems and robust online** capability. Classic matches from the past will be recreated, along with simulated dream match-ups that weren't possible before.

EA SPORTS Grand Slam Tennis for the Wii has been rated "E" by the ESRB and "3+" by PEGI, and has an MSRP of \$49.95 USD in North America. 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*.

*In addition to select other global territories

** INTERNET CONNECTION required for online features. See product pack for details.

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>.

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. Grand Slam is a registered Trademark jointly owned by Australian Open, US Open, French Open and Wimbledon. *Roland-Garros French Open* is registered trademark of the French Tennis Federation. Used by permission. The USTA and the US Open Ball and Flame design are registered trademarks of the United States Tennis Association. The Tennis

Australia logo and the Australian Open logo are registered trademarks of Tennis Australia Ltd and must not be reproduced or otherwise used, in whole or in part, without the prior written consent of Tennis Australia Ltd. Approved by the All England Lawn Tennis and Croquet Club, Wimbledon. John Madden, NFL, FIFA, NHL, NBA, NCAA, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission. Wii is a trademark of Nintendo. "PlayStation" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox, and Xbox 360 are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5936755&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

David Tinson, 605-628-5189

Sr Director, Public Relations

dtinson@ea.com

Copyright Business Wire 2009