



## EA Sports Announces 500 Millionth Online Game Played This Week

### Launch of *FIFA 09 Ultimate Team* Drives Record Number of Online Game Sessions for *FIFA 09*

REDWOOD CITY, Calif., Apr 22, 2009 (BUSINESS WIRE) -- EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ: ERTS), today announced that 500 million online games have been played since launching its '09 product line last June. On average, more than 2.2 million EA SPORTS games are played online each day, which reflects an increase of more than 175 percent over last year.

"The massive migration to online gaming has transformed the video game landscape, and this week's 500 millionth online EA SPORTS game highlights the radical shift that we've helped pioneer in the industry," said Peter Moore, president of EA SPORTS. "Online gameplay allows real-time competitions with fans from around the world who speak the global language of sports. EA SPORTS is committed to providing personal access to the emotion of sports by continuing to create immersive online features, compelling new downloadable content and daily real-time stats updates."

*FIFA 09 Ultimate Team*, which launched March 19, has sparked the highest online activity for *FIFA 09* in the lifecycle of the product. The unique, downloadable game mode delivers a strategic new online experience to the award-winning *FIFA 09* product, winner of 25 international game quality awards. *FIFA 09 Ultimate Team* challenges gamers to collect or create the most talented soccer players in the world, develop them into a dream team and then compete online.

EA SPORTS also recently launched *3 on 3 NHL(R) Arcade* and *NCAA(R) Basketball 09: March Madness Edition* as digital downloads. From the makers of *NHL 09*, winner of 12 Sports Game of the Year awards, *3 on 3 NHL Arcade* immediately became the most downloaded game on Xbox LIVE Arcade for two straight weeks.

Six EA SPORTS titles have more than 500,000 registered online users - including *Madden NFL 09* and *FIFA 09* with more than 2.4 million each - to help drive its record online usage numbers. Users have logged more than 4 billion minutes of EA SPORTS games since last summer, and currently play the equivalent of more than 35 years of games each day.

#### 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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