



EA Announces the Launch of EA SPORTS Complex

Interactive Social Arena for All Things EA SPORTS

REDWOOD CITY, Calif., Apr 23, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today announced that EA SPORTS(TM) Complex launched on PlayStation(R)Home for the PLAYSTATION(R)3 computer entertainment system, the 3D social gaming community that allows users to interact, communicate and share gaming experiences online. This newly created EA SPORTS space offers users a place to play a variety of unique, casual multiplayer games with friends in PlayStation Home, as well as view exclusive game trailers and videos, to learn more about their favorite EA SPORTS games. At launch, EA SPORTS Complex will feature a tournament-style Texas Hold 'Em Poker game and EA SPORTS Racing featuring formula-style cars.

"We are extremely proud of the compelling and immersive online offerings that are available at launch for EA SPORTS Complex," said Rob Burnett, senior producer. "EA SPORTS Complex is a dynamic space and was specifically designed to appeal to not only the hardcore sports fan but casual gamers alike."

Gamers can challenge up to eight of their friends in a tournament-style Texas Hold 'Em Poker game and play their way up to a seat at the high roller table. In addition to high-stakes poker, players can get behind the wheel in EA SPORTS Racing and compete for the best time or against their friends in exclusive formula-style cars. Coming soon is EA SPORTS Golf where gamers can hit the driving range and test their stick skills. In addition to the golf game, EA SPORTS Complex will be delivering further features such as leaderboards, poker bracelets and a rewards system in the near future. Moreover, starting today EA SPORTS Complex will be available in North America and Europe. Future rollout of the space to other territories and in other languages will be coming soon.

Alongside these fun and casual games, EA SPORTS Complex will also host game trailers showcasing the newest EA SPORTS titles and in-depth product feature lists. EA SPORTS Complex is truly an interactive space as players can chat and share experiences with one another and earn game-specific achievement rewards. As this dynamic arena grows there will be additional games and franchise-specific environments developed to provide a fresh and new experience.

Media can find screenshots and a video for EA SPORTS Complex on www.info.ea.com.

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.

* Internet connection required.

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>.

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