



EA Announces Larry Fitzgerald and Troy Polamalu as Madden NFL 10 Cover Athletes

Two Athletes Grace the Cover for the First Time in Madden NFL Franchise History

REDWOOD CITY, Calif., Apr 24, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Arizona Cardinals wide receiver Larry Fitzgerald and Pittsburgh Steelers safety Troy Polamalu will both be featured on the cover of *Madden NFL 10*, set to hit retail shelves on Friday, August 14. For the first time in the 21-year history of the *Madden NFL* franchise, two athletes will grace the cover of the award-winning football franchise. Leaders on their respective sides of the field, Fitzgerald and Polamalu epitomize the offensive and defensive battles that take place on every play in the NFL...the *Fight for Every Yard*.

"Larry Fitzgerald and Troy Polamalu are exemplary examples of the epic battle between offense and defense in the NFL," said Sr. Product Manager Anthony Stevenson. "*Madden NFL 10* showcases the *Fight For Every Yard*, and nobody fights harder than Troy and Larry, making them the perfect athletes to grace the cover."

Larry Fitzgerald will be the second athlete to have been featured on both the *Madden NFL* cover (*Madden NFL 10*) and *NCAA Football* cover (*NCAA Football 2005*) the first being Shaun Alexander. The three-time Pro Bowl selection and 2009 Pro Bowl MVP reached career highs in reception yards (1,431) and touchdowns (12) in 2008, and set NFL post season records for yards (546), receptions (30), and TDs (7), as he led the Arizona Cardinals to Super Bowl XLIII. Fitzgerald's athleticism and unyielding focus often result in acrobatic catches that change the course of a game.

Troy Polamalu is a 2-time Super Bowl Champion and one of the most recognizable players in the NFL today. Anchoring the Steelers' vaunted defense, Polamalu frustrates opposing offenses with his All-Pro speed, agility and high-impact tackles. Known for his quick reactions on the field and unrivaled preparation off the field, Polamalu is one of the few defensive players in the NFL who can rush the quarterback, shutdown a receiver in man-to-man, or drop back into zone coverage; making it necessary for the offense to account for him on every single play. Sharing the NFL record for most sacks (3) in a single game by a safety, Polamalu also recorded seven interceptions and 73 total tackles during the Steelers Super Bowl XLIII championship season.

Utilizing the all-new Pro-Tak(TM) animation technology, *Madden NFL 10* on the Xbox 360(R) and PLAYSTATION(R)3, ensures that the *Fight for Every Yard* doesn't end until the whistle blows. This new game changing animation technology delivers steerable tackles, three to nine man gang tackles, as well as the ability to fight for fumbles at the bottom of a pile. In addition, Pro-Tak allows quarterbacks to avoid the oncoming rush to extend a play, or step into the pocket to deliver an in-stride pass. With Pro-Tak, the authenticity of NFL game days is brought home like never before in *Madden NFL 10*.

This year, *Madden NFL 10* arrives on the Wii(TM) with breath-taking visuals that will captivate the entire family. Completely redesigned and built from the ground up, *Madden NFL 10* introduces a unique art style that will define the look of sports games on the Wii. Bright new stadiums showcase details of NFL fields, plus all-new player models embody characteristics of your favorite athletes. *Madden NFL 10* epitomizes what fun looks like on the Wii, delivering the most social and dynamic experience from the franchise to date. Get together with friends and crown a "King of the Couch" during your pre-game tailgate party or during halftime. Quick, exciting game modes ensure that anytime is the right time for *Madden NFL 10* on the Wii.

The award-winning *Madden NFL* franchise will be available on the Xbox 360 video game system from Microsoft, PlayStation(R)2 and PLAYSTATION 3 computer entertainment systems, Wii, and PSP(R) (PlayStation(R)Portable) handheld entertainment system.

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

For more information about *Madden NFL 10* please visit maddenNFL.easports.com.

For pack art and screenshot assets from *Madden NFL 10* please visit <http://info.ea.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>.

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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5948301&lang=en>

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