



Fitness Goes Virtual: EA SPORTS Active Arrives in Stores Offering Benefit of Personal Trainer in a Box

First in a New Line of Virtual Fitness Products Delivers Personalized Circuit Workouts and 30-Day Challenge for In-Home Fitness

REDWOOD CITY, Calif., May 19, 2009 (BUSINESS WIRE) -- EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced today that *EA SPORTS Active(TM)* is now available in North American retail stores and will be available worldwide by May 22, 2009*. Developed exclusively for the Wii(TM) by EA Canada, *EA SPORTS Active* is an innovative, virtual fitness product that offers personalized, customizable workouts that can be done from the comfort of home. Developed in collaboration with fitness experts, including Bob Greene - renowned exercise physiologist, author and Oprah's personal trainer - *EA SPORTS Active* is a fun and cost-effective way to achieve a healthy lifestyle. The product will be the first in a new line of EA SPORTS virtual fitness products to improve the well-being of people of all ages.

"The EA SPORTS brand is known for award-winning sports video games, but today marks our entrance into the entirely new genre of virtual fitness as *EA SPORTS Active* hits stores," said Dave McCarthy, vice president, EA SPORTS. "Now more than ever consumers are seeking economical solutions to getting exercise and living a healthier lifestyle, and with *EA SPORTS Active* we've designed an experience that will appeal to a variety of audiences and deliver a truly fun yet challenging workout in the home."

Users will get their heart pumping through interactive circuit workouts from more than 25 different activities and exercises that target the upper and lower body, as well as cardio. Similar to a personal trainer, the program provides clear instruction, feedback on technique and encouragement with visual and oral cues, while also providing calories burned in real time. Preset workouts are designed by fitness experts to target specific workout results. For optimal personalization, circuits can be customized based on interests and fitness level and there is complete flexibility for the duration and intensity level.

EA SPORTS Active includes software, a specially-designed leg strap that holds the Wii's Nunchuk(TM) controller to track lower body movements, as well as a resistance band to increase the intensity to upper body exercises. The program can support two players at one time, and the *EA SPORTS Active* Accessory Pack containing one leg strap and one resistance band is available for an MSRP of \$19.99 in North America. The product is compatible with the Wii Balance Board(TM), which will add components to the sports drills.

To help get started users can also choose to take the 30-Day Challenge, a fitness road map designed to provide tangible fitness goals with the guidance of the virtual trainer. The Challenge provides a new workout every time a player exercises that will increase in intensity and track progress throughout the 30-day period. To encourage overall wellness, there is also a Journal that allows users to track nutrition elements, set goals, and account for other physical activities accomplished.

For inspiration, consumers can view highlights from 12 men and women who participated in the *EA SPORTS Active* 30-Day Challenge April 18 through May 17, 2009 by visiting the *EA SPORTS Active* website: <http://easportsactive.com/thirtyday.action>. The Challenge focused on helping a variety of people integrate fitness into their lifestyles. Among the participants was Alison Sweeney, TV personality and host who participated to lose baby weight and represent busy moms who need a convenient way to get fit. Bob Greene hosted a kick off retreat for the challengers to get them started on their journeys.

"Helping the challengers use such an innovative program to reach their fitness goals was a truly rewarding experience, and showed me what a powerful product *EA SPORTS Active* can be," said Bob Greene. "Anyone looking for an in-home fitness solution will appreciate the combination of a fun and effective workout."

EA SPORTS Active has been rated "E" by the ESRB and "3+" by PEGI, and has an MSRP of \$59.99 in North America. For more information, log onto <http://www.easportsactive.com>. Media can find photos and videos of the product 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.

*EA SPORTS Active will ship to retailers in Japan on August 6, 2009

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTSTM, EATM, EA SPORTS FreestyleTM and POGOTM. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5966936&lang=en>

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