



## EA Spotlights Blockbuster Titles at E3

### E3 Titles Showcase Quality, Innovation, Online Experiences and Focus on the Wii

REDWOOD CITY, Calif., May 27, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today revealed the games it will present at the Electronic Entertainment Expo (E3) at the Los Angeles Convention Center (LACC) June 2 - 4. The year's lineup features blockbuster franchises, new intellectual property as well as ten titles for the Wii.

"This year at E3, we have an incredible slate of games for the Nintendo Wii, PS3, Xbox 360, PC, Mac and mobile devices," said EA's CEO John Riccitiello. "Our creative teams are developing some of the most innovative experiences on any platform. We couldn't be more proud of the games we're presenting this year."

EA will kick off E3 with a press briefing hosted by John Riccitiello to highlight many of the company's creative leaders and top titles from EA. For all the latest information on EA's games, plus photos, videos, and interviews from the EA booth during E3 2009, visit [www.ea.com/e3](http://www.ea.com/e3)

Titles which will be previewed in EA's booth (#1501) at the Los Angeles Convention Center include:

#### ***ARMY OF TWO(TM): THE 40<sup>th</sup> DAY***

The ultimate two-man private military team of Salem and Rios return in *ARMY OF TWO: THE 40<sup>th</sup> DAY*, where they must fight to survive a carefully orchestrated series of catastrophes that are dragging the city of Shanghai to the brink of disaster. The game has been built from the ground up with a focus on an incredible cooperative experience. A bigger playbook of features and a new arsenal of co-op moves are available to both players to perform at any time, opening up fresh strategies and choices. The result is a bigger, deeper, more organic and immersive co-op experience that lets players put their best two-man tactics to use whenever and wherever they want.

- Platforms - Xbox 360(R), PLAYSTATION(R)3 and PSP(R)
- Ship Date - Winter
- ESRB Rating - Rating Pending

#### ***Battlefield: Bad Company(TM) 2***

Specializing in online vehicle warfare since 1942 -- In *Battlefield: Bad Company 2*, DICE brings its best-in-class online vehicle warfare to a spectacular new level. By pushing destruction to new heights and delivering a host of land, sea and air vehicles, players will experience all-out-warfare like never before. Whether its intense battles online or in the single player campaign, players must use every weapon and vehicle at their disposal to survive and conquer. This unprecedented action unfolds on the battlefield to bring a new level of excitement to vehicular warfare never before experienced in a modern warfare action game.

- Platforms - Xbox 360, PLAYSTATION 3 and PC
- Ship Date - Q1 2010 (calendar year)
- ESRB Rating - Rating Pending

#### ***Brütal Legend(TM)***

From the mind of Tim Schafer and Double Fine Productions comes *Brütal Legend*, a 3<sup>rd</sup> person action game starring Jack Black as the ultimate roadie Eddie Riggs. Rich in combat, imagery and storytelling, *Brütal Legend* delivers lighter-flicking fun sure to melt your face off, and will be playable for the first time in the EA booth.

- Platforms - PLAYSTATION 3 and Xbox 360
- Ship date - Rocktober 13<sup>th</sup> in North America, Rocktober 16<sup>th</sup> in the UK and Europe
- ESRB - Rating Pending

### ***Dante's Inferno(TM)***

From Visceral Games(TM), award-winning creators of last year's critically-acclaimed *Dead Space(TM)*, comes one of 2010's most highly anticipated 3<sup>rd</sup> person action adventure games, *Dante's Inferno*. Based on part one of Dante Alighierei's classic poem "The Divine Comedy," EA's *Dante's Inferno* takes gamers on an epic adventure through Dante's nine circles of hell - limbo, lust, gluttony, greed, anger, heresy, violence, fraud and treachery. The game features a highly responsive, addictive combat system, which players will need to take Dante through a gauntlet of unimaginable evils as he fights to recapture the soul of his beloved Beatrice.

- Platforms - Xbox 360, PLAYSTATION 3 and PSP
- Ship Date - Q1 2010 (calendar year)
- ESRB - Rating Pending

### ***Dead Space(TM) Extraction***

From Visceral Games comes *Dead Space Extraction*, the thrilling prequel to last fall's award-winning *Dead Space*, built from the ground up exclusively for the Wii. In *Dead Space Extraction* gamers will experience the panic before the terror through the eyes of a handful of space colonists desperately struggling to escape from a horrific infection on the Aegis VII mining colony. The game introduces Lexine, a new heroine in the *Dead Space* universe, and it quickly becomes clear that protecting her may be the crew's only hope for survival in one of the most cinematic action-horror game experiences ever made for the Wii.

- Platforms - Wii
- Ship Date - Fall 2009
- ESRB - Rating Pending

### ***Dragon Age(TM): Origins***

Award-winning RPG developer, BioWare(TM) invites players to experience their deepest RPG to date. For thousands of years, the Grey Wardens have been the guardians of the land. Now with an ancient evil on the rise again, it is up to players to unite the shattered lands and slay the corrupted dragon known as the Archdemon. In *Dragon Age: Origins*, players must make ruthless decisions and be willing to sacrifice their friends and loved ones for the greater good of mankind. At E3 2009, BioWare will be debuting one of the deadliest creatures in the game and will reveal how romance can have a significant impact on the adventure.

-- Platforms - PC, Xbox 360 and PLAYSTATION 3

-- Ship Date - Fall 2009

-- ESRB - Rating Pending

### ***EA SPORTS Active(TM)***

*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, *EA SPORTS Active* is a fun and cost-effective way to achieve a healthy lifestyle. 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, while also providing calories burned in real time. 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. *EA SPORTS Active* includes software, a specially-designed leg strap that holds the Wii 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 is compatible with the Wii Balance Board(TM), which will add components to the sports drills.

- Platforms - Wii

- Shipped - May 19, 2009
- ESRB - E for Everyone

### **EA SPORTS(TM) Grand Slam(R) Tennis**

EA SPORTS *Grand Slam Tennis*, launching first on the Wii, makes users feel like they are playing championship tennis in the comfort of their living rooms. The Wii MotionPlus(TM) accessory elevates the authentic tennis experience to a higher level with precise ball placement and added shot depth. With the accessory, tennis fans will appreciate the freedom to control the backswing of champions like John McEnroe, Serena Williams, Roger Federer or any one of the in-game players, as well as have the ability to run around a forehand or backhand. *EASPORTS Grand Slam Tennis* is developed by EA Canada in Vancouver, B.C.

- Platforms - Currently on Wii; additional platforms later in the year
- Ship Date - June 8, 2009 in North America; Street Date - June 12, 2009 in Europe
- ESRB - E for Everyone

### **FIFA 10**

From EA Canada, *FIFA 10* will deliver what matters most to fans by refining the critical fundamentals in gameplay, responding to feedback from more than 250 million online games played and innovating player control.

- Platforms - PLAYSTATION 3, Xbox 360, Wii, PC, PlayStation(R)2, Nintendo DS PSP(R) (PlayStation(R)Portable) and mobile
- Available in October 2009 in North America and Europe (Europe's street date is in Q2 FY10)
- ESRB - Rating Pending

### **Fight Night Round 4**

The champ is here! EA SPORTS challenges you to step into the ring with *Fight Night Round 4*. This highly anticipated iteration of the critically acclaimed franchise has perfected every jab, slip, and punch in the sport of boxing to bring you the most realistic fighting experience to date. With an advanced physics system, stunning graphics, and deep gameplay and feature enhancements, *Fight Night Round 4* is putting the science back in the sweet science.

- Platforms - PLAYSTATION 3 and Xbox 360
- Ship Date - June 30, 2009 in North America; Street Date in the UK - June 26, 2009, rest of Europe July 3, 2009 (Europe's street date is in Q1 FY10)
- ESRB - T for Teen

### **Games from EA Mobile**

EA Mobile's iPhone(TM) and iPod(R) touch games have consistently made it into Apple's top 25 apps, and will be showcased at E3! The first is the highly-anticipated *The Sims(TM) 3*, which lets players manipulate their Sims destinies on the go. EA will also be giving sneak peeks into two thrilling action titles that have yet to be released - save the galaxy from peril in *Mass Effect(TM) Galaxy*, or use the touch screen to conquer enemies in *Command & Conquer(TM) Red Alert(TM)*. And lastly, swing by the booth to line up a perfect putt on the green with *Tiger Woods PGA TOUR(R)*.

- Platforms - iPhone and iPod touch

### **G.I. JOE(TM) The Rise of Cobra(TM)**

*G.I. JOE The Rise of Cobra* for all major video game consoles features an exclusive storyline that picks up where the live-action movie, from Paramount Pictures and Spyglass Entertainment, in association with Hasbro, leaves off, allowing players to re-create and re-live the greatest moments from the film, cartoon series and action figure toy line. The game offers 16 playable characters - four of which are unlockable COBRA characters - each with unique abilities and weapons. Adding to the adrenaline rush is an intense single-screen co-op mode allowing two players to easily unite as a team in a classic struggle between good and evil to defeat the powers of COBRA.

- Platforms - Xbox 360, PLAYSTATION 3, Wii, PlayStation 2, PSP, Nintendo DS and mobile devices

- Ship Date - August 2009
- ESRB Rating - E10+ for Nintendo DS; Rating Pending for console and PSP versions

### ***Harry Potter and the Half-Blood Prince(TM)***

Relive the thrills, action, and excitement of the *Harry Potter and the Half-Blood Prince(TM)* movie this summer! From EA and Warner Bros. Interactive Entertainment, the *Harry Potter and the Half-Blood Prince* video game takes you to Hogwarts to help Harry survive a fraught sixth year. Engage in exciting wizard duels, mix and brew magical ingredients in Potions class, and take to the air to lead the Gryffindor Quidditch team to victory.

- Platforms - Wii, PLAYSTATION 3, Xbox 360, PlayStation 2, PSP, Nintendo DS, PC, Mac and mobile devices
- Ship Date - June 30, 2009 in North America; Street Date - July 3, 2009 in Europe (Europe's street date is in Q1 FY10)
- ESRB Rating: E 10+ (ESRB)

### ***LITTLEST PET SHOP ONLINE***

New from the EA Play Label is *LITTLEST PET SHOP ONLINE*, an innovative, beautifully designed, safe online entertainment and community destination for girls based on the globally popular LITTLEST PET SHOP brand. The web-based *LITTLEST PET SHOP ONLINE* world is a girl's gateway to fun and exciting online games and tons of activities, tools to customize and play with her favorite LITTLEST PET SHOP pets, and daily events to connect with friends and make new ones, too. *LITTLEST PET SHOP ONLINE* is a fun online community that stretches the imagination and allows girls to enter the coolest LITTLEST PET SHOP world ever.

- Platforms - Online
- Ship Date - Fall 2009
- ESRB - Rating Pending

### ***Madden NFL 10***

Experience first-hand what it's like to *Fight for Every Yard* in *Madden NFL 10* for Xbox 360 and PLAYSTATION 3. With the all-new Pro-Tak animation technology, players have more control over the outcome of each play. Whether driving a receiver towards the first down, or battling for a fumble at the bottom of a pile, the play won't end until the whistle blows. Add to that the most immersive broadcast presentation and online innovation in franchise history, and *Madden NFL 10* captures the authenticity and emotion of the NFL like never before. This year, *Madden NFL 10* arrives on the Wii with breath-taking visuals that will captivate both seasoned veterans and newcomers to the franchise. 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. All-new player models embody characteristics of your favorite athletes, plus new larger-than-life stadiums showcase the unique details found at each of the 32 NFL fields. *Madden NFL 10* epitomizes what fun looks like on the Wii, delivering the most social and dynamic experience from the franchise to date. Quick, exciting game modes ensure that anytime is the right time for *Madden NFL 10* on the Wii.

- Platforms - Xbox 360, PlayStation 2, PLAYSTATION 3, PSP and Wii(TM)
- Street Date - August 14, 2009
- ESRB Rating - E for Everyone

### ***Mass Effect(TM) 2***

*Mass Effect 2* is the gripping dark second chapter in the Mass Effect Trilogy, where players must recruit a diverse team of specialists who possess their own distinct and powerful skill sets as they embark on a suicide mission to save mankind. At E3 2009, Commander Shepard's fate will finally be revealed in the explosive debut of Mass Effect 2.

- Platforms - Xbox 360 and PC
- Ship Date - Early 2010
- ESRB - Rating Pending

### ***MySims(TM) Agents***

In *MySims Agents* on the Wii, players take on the role of a special agent hired to foil the sinister plans of Morcubus, lord of the criminal underworld. By recruiting different *MySims*, each with their own special characteristics, players can build up their very own crime-busting dream team. From tracking footprints and using forensics to picking locks, hacking into computers, following leads and collecting clues, players must rely on their wits, skills and trusty gadgets to piece together the clues to solve the mystery. Jump aboard the jet to reach an ancient temple, a spooky mansion or an icy mountaintop chalet in search of clues that lead players closer to the sinister Morcubus. Return from the adventure with cool treasures that players can use to construct and customize their headquarters and make it their own.

- Platforms - Wii and Nintendo DS
- Ship Date - Fall 2009
- ESRB Rating - Rating Pending

### ***NCAA(R) Football 10***

*NCAA Football 10* brings an unparalleled college game day experience to football fans across the nation. True to the tradition of the award-winning franchise, *NCAA Football 10* continues to push the bar on innovation with new online modes. *NCAA Football 10* will bring the excitement of college football to fans across the nation like never before with the all-new Season Showdown. In this new mode, every game counts as fans declare their loyalty to a favorite school and give the ultimate show of support in a nationwide competition for pride. In addition to Season Showdown, *NCAA Football 10* introduces TeamBuilder, an all-new, online create-a-school feature that will revolutionize the user's ability to produce personalized content. A football fan's dream, TeamBuilder will enable users to experience the excitement and pageantry of college football, defined by their own personalized creations.

- Platforms - Xbox 360, PlayStation 2, PLAYSTATION 3 and PSP
- Street Date - July 14, 2009
- ESRB Rating - E for Everyone

### ***NHL 10***

From EA Canada, *NHL(R)10* delivers a new, physical brand of hockey that includes first-person fighting to match the physical and emotional intensity real-world players endure in pursuit of a Stanley Cup(TM) Championship. The franchise that has won 19 sports game of the year awards since 2007 begins a new era with gameplay innovations that include all-new board play that lets you shield the puck with your body along the boards, kick-pass it to teammates, or pin an opponent, post-whistle action to instigate scrums, draw penalties, and fight, spectacular new ways to score like shooting from the knees and a new 360° precision passing mechanic that delivers precise control over the speed and direction of passes.

- Platforms - PLAYSTATION 3 and Xbox 360
- Ship Date - September 2009
- ESRB - Rating Pending

### ***Need for Speed(TM) NITRO***

Developed specifically for the Wii and Nintendo DS, *Need for Speed NITRO* delivers the fun and exhilaration of high-speed racing, combining the franchise's trademark attitude and car culture with deep and thrilling gameplay. Hitting retailers worldwide in November, gamers must battle through the mayhem of aggressive cops, master the art of drifting to gain boost at 150 mph, and prove themselves across five mega cities at a silky smooth 60 FPS. With a nearly limitless visual customization system, not only can players design their dream car, but they can also create a personal graffiti style to attach to their ride. As they edge out competitors, their graffiti will dominate the world, vibrantly painting a story of racing supremacy. All this combined with fresh modes, tracks and locations make *Need for Speed NITRO* one of this Fall's most innovative and exciting arcade racers for the Nintendo platforms.

- Platforms - Wii and Nintendo DS
- Ship Date - November 2009
- ESRB - Rating Pending

### ***Need for Speed(TM) SHIFT***

*Need for Speed SHIFT* combines a groundbreaking cockpit experience, world-class physics, stunning pixel-perfect car models, and authentic race tracks to create one of the most intense racing experiences ever. Players are thrust into the loud, visceral,

intense, athletic experience of racing a car on the edge of control through the combination of perception based G-forces, the hyper reality of the cockpit view and the brutal experience of a first person crash dynamic. A highly sophisticated AI system ensures that AI opponents will react and perform based on the player's aggression and overall driving skill thus creating race experiences for all skill sets. *Need for Speed SHIFT* is the first racing game to accurately reflect the true driver's experience.

- Platforms - Xbox 360, PLAYSTATION 3, PC and PSP
- Ship Date - September 17 in Europe and September 22 in North America
- ESRB Rating - Rating Pending

### ***Spore(TM) Hero***

Created exclusively for the Wii, *Spore Hero* delivers the unmatched creative freedom of *Spore* in an accessible, story-driven action-adventure. Set in a rich and vibrant 3D world, *Spore Hero* empowers players to *create their own* Hero as they embark on an epic quest to fight to save their new home world from destruction as a dark force threatens the planet. Taking full advantage of the Wii controls, *Spore Hero* engages players in heated battles, humorous missions, curious puzzles and more. Throughout the game, players will collect more than 250 parts with unique abilities and experience the unparalleled customization of the revolutionary *Spore Creature Creator* enhanced for the Wii. A combative multiplayer mode will be unveiled at the EA booth at this year's E3 and available for hands-on play.

- Platforms - Wii
- Ship Date - Fall 2009
- ESRB - Rating Pending

### ***Spore(TM) Hero Arena***

*Spore Hero Arena* catapults Nintendo DS players into a 3D galaxy filled with fun, intense arena-based combat. Players create a unique gladiator Hero creature and guide it from planet to planet as they fight dangerous enemy creatures and complete special missions, collecting new parts and abilities to gain upgrades along the way. By combining special abilities, parts, and upgrades, players create a fighting style of their own in hopes of stopping an evil force and save the galaxy. Built with multiplayer capabilities in mind, *Spore Hero Arena* allows players to battle with up to three friends locally or play with a friend over Wi-Fi. Players will have hands-on time with *Spore Hero Arena* for the first time at the EA booth at this year's E3.

- Platforms - Nintendo DS
- Ship Date - Fall 2009
- ESRB - Rating Pending

### ***The Sims™ 3***

Let there be Sims! In *The Sims 3* you can create lifelike Sims with a unique personality and take them anywhere in the neighborhood. The powerful Create-a-Sim tool allows you to create Sims that are more realistic than ever. Select from dozens of personality traits such as brave, artistic, kleptomaniac, clumsy, paranoid and romantic. With Create-a-Sim, you can create a limitless number of truly unique Sims. *The Sims 3* allows for infinite possibilities to design the interior and exterior of your Sims' surroundings using the Create-a-style feature. Additionally, you can enjoy the challenge of short-term and long-term goals and then reap the rewards! Based on personality traits, skills and career choices, your Sims have short and long term Wishes that provide constant fun challenges and so many things to do and achieve. You have the ultimate freedom to choose whether to fulfill their destiny, giving them lifetime happiness and rewards or not! Register your copy of *The Sims 3* for PC and Mac at [www.TheSims3.com](http://www.TheSims3.com) to enjoy the robust online and community features unique to your game including an all-new town called Riverview that you can download for no additional charge once you register\*. You will also gain access to 1,000 free SimPoints to purchase items from *The Sims 3* Store to customize your Sims appearance and houses in all-new ways. Be the director of your Sims' movies by capturing clips during your gameplay, visiting the official site, and editing the soundtrack, story, and transitions, then share it with the world. See what you can create with *The Sims 3*.

- Platforms - PC, Mac, iPhone, iPod touch and mobile devices
- Street Date - June 2, 2009
- ESRB Rating - T for Teen

\* INTERNET CONNECTION required. See product pack or digital distribution rules for details.

## **Tiger Woods PGA TOUR(R) 10**

*Tiger Woods PGA TOUR(R) 10* on the Wii will support the innovative Wii MotionPlus accessory and give players a near-perfect 1:1 swing. Golf fans will experience an authentic swing motion and be able to work the ball from tee box to green. For the first time in franchise history, take on one of the toughest tests in golf - the U.S. Open at Bethpage Black. All-new to *Tiger Woods PGA TOUR 10* is EA SPORTS Live Tournaments, where gamers go to prove themselves against the best players online and play alongside actual PGA TOUR pros during real-world tournament events. Fight a multitude of tough courses, real-time weather conditions, the challenge of online tournaments, and more - *Tiger Woods PGA TOUR 10* provides an inside-the-ropes experience like never before.

- Platforms - Wii, Xbox 360, PLAYSTATION 3, PlayStation 2 and PSP
- Ship Date - June 8, 2009 in North America; Street Date - July 3, 2009 in Europe (Europe's street date is in Q1 FY10)
- ESRB Rating - E for Everyone

In addition to the titles on the show floor, several titles will be shown in meeting rooms 406 and 407 on the second level in the concourse hall in the LACC, which is accessible to anyone with Exhibitor, VIP Retailer, Second-level Meeting Room or Press Badges. Titles shown in room 406 include *The Sims 3*, *Harry Potter and the Half Blood Prince*, *Need for Speed Nitro*, *Tiger Woods PGA TOUR 10*, *Need for Speed Shift* and *EA SPORTS Grand Slam Tennis*. Titles shown in room 407 include *Dragon Age: Origins*, *Brutal Legend*, *Mass Effect 2*, *Dante's Inferno* as well as *The Saboteur(TM)*:

Also featured at E3 will be:

### **Battlefield 1943**

*Battlefield 1943* is a premium arcade title that delivers endless hours of 24-player First-Person Shooter action on popular maps inspired by *Battlefield 1942(TM)*. The game will have players battling over three tropic locations: Wake Island, Guadalcanal and Iwo Jima. These maps have now been updated with the DICE Frostbite(TM) engine, providing destructibility to the battlefield and leaving players with almost nowhere to hide. Gamers play as the US Marines or the Imperial Japanese Navy, competing by land, air and sea. They have the freedom to pick their path in battle - be it as a rifleman crawling through the trenches, a steel fist tank commander, or a dog fighting ace pilot that rules the skies!

- Platforms - Xbox 360, PLAYSTATION 3 and PC
- Ship Date - Summer 2009 on console; September 2009 on PC
- ESRB Rating - T for Teen

\* *Battlefield 1943* will be playable at the Electronic Entertainment Expo (E3 Expo) at the intersection of West Hall & Concourse Walkway.

### **The Saboteur**

Fight, climb, and race your way through a uniquely stylized version of Nazi-occupied France in Pandemic Studios' upcoming action sandbox game *The Saboteur*. Meet Sean Devlin, the daredevil hero of *The Saboteur* - a street-tough Irish racecar driver turned resistance fighter in 1940s Paris, where the women are sexy and the missions are epic.

- Platforms - PLAYSTATION 3, Xbox 360 and PC
- Ship date - Fall/ Winter FY10
- ESRB - Rating Pending

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is 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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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](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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SOURCE: Electronic Arts Inc.

EA Corp. Comm.

Holly Rockwood, 650-628-7323

[hrockwood@ea.com](mailto:hrockwood@ea.com)

or

EA Games Label PR

Tammy Schachter, 650-628-7223

[tschachter@ea.com](mailto:tschachter@ea.com)

or

EA Play Label PR

Trudy Muller, 650-628-2926

[tmuller@ea.com](mailto:tmuller@ea.com)

or

EA SPORTS PR

David Tinson, 650-628-5189

[dtinson@ea.com](mailto:dtinson@ea.com)

or

EA Investor Relations

Tricia Gugler, 650-628-7327

[tgugler@ea.com](mailto:tgugler@ea.com)

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