



EA SPORTS Active Breaks a Sweat With Record-Setting Start

EA Announces Second Installment in the New Line of Virtual Fitness Products

REDWOOD CITY, Calif., Jun 01, 2009 (BUSINESS WIRE) -- EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced today that *EA SPORTS Active(TM)* has eclipsed 600,000 units sold worldwide at retail in less than two weeks on the market. *EA SPORTS Active*, which hit stores on May 19th in North America and by May 22nd worldwide*, is a virtual fitness product developed exclusively for the Wii(TM) and offers the benefit of a personal trainer in a box with customizable workouts that can be done from the comfort of home.

"We're delighted by the overwhelming response to *EA SPORTS Active*," said Peter Moore, President, EA SPORTS. "This is, by far, the most successful launch of any Wii title in EA history, and even more encouraging is that our second week sales worldwide were as strong as our first week. Not only are we off to a great start at retail, but the feedback from people who are getting off the couch, breaking a sweat and using EA SPORTS Active to support living a healthier lifestyle, is that it is changing their lives."

Critics and consumers alike have praised *EA SPORTS Active*. "*EA SPORTS Active* finally bridges the gap between house and gym, earning it top honors as the best exercise game currently out for the Wii," according to 1up.com. In its five star review, Green Pixels says, "*EA SPORTS Active* easily wins top honors in this rapidly growing genre."

EA SPORTS will expand the genre this holiday season with a new expansion pack for *EA SPORTS Active*, designed to work with the product just released. The expansion pack will bring the *EA SPORTS Active* workout to the next level by adding more challenge and variety, and users will keep their heart pumping through interactive circuit workouts featuring 30 brand new activities and exercises that target the upper and lower body, as well as cardio.

New to the *EA SPORTS Active* expansion pack will be an emphasis on core exercises including curl ups, crunch & punches, and a warm up/cool down feature. Sports activities will include step aerobics, an obstacle course, squash and water skiing, while a new emphasis on combinations will populate the upper and lower body exercises. An all-new presentation will bring users to the tropics and will immerse them in warm weather activities in a picturesque setting. The product will also feature the Six-Week Challenge - another step in the journey towards better health and fitness with new daily workouts that ramp up in intensity each week. This personalized full body challenge will give users a new customizable weekly schedule and a weekly check-in with the virtual trainer to track calorie, weight and workout goals.

For more information, log onto <http://www.easportsactive.com>. Media can find photos of the product at <http://info.ea.com>.

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

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: EATM, EA SPORTSTM, EA MobileTM 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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