



EA Enters the Mixed Martial Arts Cage with EA SPORTS MMA

All-New Mixed Martial Arts Title Joins Award-Winning EA SPORTS Lineup

REDWOOD CITY, Calif., Jun 01, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that an all-new fighting title is in development at EA Tiburon in Orlando, under the EA SPORTS(TM) brand. *EA SPORTS MMA* will be available in 2010 on the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system.

EA SPORTS MMA will feature the most authentic, intense and broad mixed martial arts experience to date - complete with a vast array of top fighters and fighting styles from around the world.

"With *Fight Night Round 4* set to deliver a knockout with industry-leading visuals and genre-defining gameplay later this month, I couldn't be more excited to announce the expansion of our combat sports strategy with *EA SPORTS MMA* coming in 2010," said EA SPORTS President Peter Moore. "Fans have been begging EA SPORTS to get into the cage, and *EA SPORTS MMA* will put them in control of the sport's unique combat experience while finally, in an immersive interactive experience, capturing the raw intensity that has made mixed martial arts one of the fastest growing sports in the world. We're ready for the fight."

The EA Tiburon studio carries a successful legacy, and is a leader in innovation, within sports video games. In August of 2008, EA Tiburon was named by GamePro Magazine as one of the top eight most powerful studios in the entire gaming industry. It is home to highly touted franchises, such as *Madden NFL*, *NCAA(R) Football* and *Tiger Woods PGA TOUR(R)*.

For more information about *EA SPORTS MMA*, log onto www.easportsmma.com.

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including *Madden NFL*, *FIFA Soccer*, *NHL(R) hockey*, *NBA LIVE basketball*, *NCAA(R) Football*, *Tiger Woods PGA TOUR(R)* and *NASCAR (R) racing*.

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™, EA SPORTS™, EA Mobile™ and POGO™. 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=5977232&lang=en>

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