



Dwight Howard Named Cover Athlete of EA SPORTS NBA LIVE 10

Three-Time NBA All-Star Currently Looking for First NBA Title

REDWOOD CITY, Calif., Jun 11, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Orlando Magic center, Dwight Howard, will be the cover athlete for *NBA LIVE 10*. A three-time NBA All-Star, Howard is currently looking to lead the Magic franchise to their first NBA Championship. The No. 1 pick of the 2004 NBA Draft was the 2009 NBA Defensive Player of the Year presented by Kia Motors, an All-NBA First Team selection the last two seasons, and stole the show at the 2008 NBA Sprite Slam Dunk Contest with his superhero antics. Additionally, Howard was the starting center of the 2008 U.S. Basketball Men's Senior National Team which won the gold medal at the Olympics in Beijing. *NBA LIVE 10* is currently in development under the EA SPORTS(TM) brand by EA Canada in Vancouver, B.C. and will be available worldwide this October.

"It's an honor to be named as the cover athlete for *NBA LIVE 10*," said Howard. "This year has been a crazy ride and this is a cool way to cap it off. Of course - there is one more thing I'm on the hunt for that would complete it."

Featuring several innovations to the core gameplay experience and online game modes, *NBA LIVE 10* is bringing a renewed focus to the long-running EA SPORTS basketball franchise. The groundbreaking Dynamic DNA service, driven by Synergy Sports Technology, will make a return in *NBA LIVE 10*, with significant improvements that will allow players to connect their game to the NBA season like never before.

Along with Howard, regional *NBA LIVE 10* cover athletes for France, Germany, Spain and Italy will be named at a later date.

The NBA LIVE franchise has graced multiple generations of consoles for over 15 years, and has sold more than 35 million units lifetime. The game will be available for the PLAYSTATION(R)3 computer entertainment system, PSP(R) (PlayStation(R) Portable) system, and Xbox 360(R) video game and entertainment system from Microsoft. The game has not yet been rated by the ESRB. For more information, log onto www.nbalive10.com. Media can find screenshots and pack art of the game 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 and *Tiger Woods PGA TOUR*^(R).

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 SPORTS™, EA™, 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=5984628&lang=en>

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