



## **Projected No.1 Draft Pick Blake Griffin Named Cover Athlete of EA SPORTS NCAA Basketball 10**

### ***Game Brings Added Depth to Team Styles of Play and Authenticity***

REDWOOD CITY, Calif., Jun 23, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Blake Griffin, former Oklahoma Sooner and the projected top pick in the 2009 NBA Draft, will be the new face of EA SPORTS(TM) *NCAA Basketball 10*. Griffin has an explosive presence, exciting college stadiums with massive dunks, huge blocks, and aggressive rebounds, and was a natural choice to represent the college game as cover athlete for *NCAA Basketball 10*. Griffin is the consensus national Player of the Year, winning the Big 12, Associated Press, Naismith, Sporting News, and John Wooden Player of the Year awards, and led his team to an Elite Eight appearance in the 2009 March Madness Tournament, where they lost to eventual champions, UNC. The 2009 NBA Draft is presented by EA SPORTS.

"Seeing myself on the cover of *NCAA Basketball 10* is such a great tribute to my time at Oklahoma," said Griffin. "I loved playing in front of passionate fans and competing against some of the best schools in the country. Now I am looking forward to competing at the next level against the best players in the world."

*NCAA Basketball 10* brings the emotion, intensity, and spirit of college basketball by capturing every detail in the stadium, from cheerleaders and mascots to wild crowds and real NCAA Basketball announcers. *NCAA Basketball 10* builds on a new game engine introduced last year, refining and improving core gameplay functions, and adding more depth to the popular 'styles of play' and 'set your tempo' features, making *NCAA Basketball 10* a strategic and entirely unique basketball gameplay experience.

*NCAA Basketball 10*, which is licensed by The Collegiate Licensing Company, is currently in development under the EA SPORTS brand by EA Canada in Vancouver, B.C., and will be available in North America this holiday season. The game will be available for the PLAYSTATION(R)3 computer entertainment system, and Xbox 360(R) video game and entertainment system from Microsoft. The game is not yet rated by the ESRB. For more information, log onto [easports.com/ncaabasketball10](http://easports.com/ncaabasketball10). 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*<sup>(R)</sup> hockey, *NBA LIVE* basketball, *NCAA*<sup>(R)</sup> *Football* and *Tiger Woods PGA TOUR*<sup>(R)</sup>.

### **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](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>.

### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

### **About The Collegiate Licensing Company**

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5992619&lang=en>

SOURCE: Electronic Arts Inc.

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