



## Tyson, Ali Enter the Ring Today With EA SPORTS' Fight Night Round 4

### ***Award Winning Game Now In Stores Worldwide***

REDWOOD CITY, Calif., Jun 25, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that the highly anticipated *Fight Night Round 4* is now available in retail stores worldwide. Recently named the Game Critic Awards "Best Sports Game of E3 2009", *Fight Night Round 4* is developed by EA Canada under the EA SPORTS(TM) brand. *Fight Night Round 4* is the latest entry from the critically acclaimed Fight Night franchise, and is the first title ever that will allow players to pit "Iron" Mike Tyson against "The Greatest" Muhammad Ali.

Designed with a revolutionary physics-based gameplay engine, *Fight Night Round 4* replicates the sweet science to an unprecedented degree of realism. Witness gloves grazing off an opponent as he dodges at the last second, or watch as a vicious uppercut rips through the block of a boxer who turtles for too long. With realistic physics, height and reach become major factors in how each boxer approaches a fight. Shorter fighters, like Tyson, will look to weave inside and deliver punishing hooks to the head and body, while taller fighters, like Ali, will use their reach advantage to pump their jab while staying out of range of their opponent's punches.

An all new career mode, titled Legacy mode, challenges you to move up the ranks from an upstart amateur to become the greatest of all time. Create a boxer from the incredibly robust create-boxer feature, or import your own face into the game using the Photo Game Face tool and bring your virtual self into the ring. Make rivals, challenge for and defend belts as you journey to cement your name among the greatest names in boxing.

With 48 boxers, *Fight Night Round 4* will feature the largest roster to ever appear in a Fight Night videogame. In addition to Tyson and Ali, the roster will feature legends and current champions, including Lennox Lewis, George Foreman, Joe Frazier, Manny Pacquiao, Miguel Cotto and Ricky Hatton. Each boxer's likeness has been meticulously created with an unparalleled level of realism, and their boxing styles re-created to reflect their real-life counterparts' strengths and weaknesses in the ring.

*Fight Night Round 4* will be available for the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game system from Microsoft. This game has been rated T for Teen by the ESRB, and 16+ by PEGI. For more information, log onto <http://fightnight.easports.com>. Media can find images of the cover, screenshots and video 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>.

EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. *Muhammad Ali provided courtesy of G.O.A.T., Inc.* John Madden, NFL, FIFA, NHL, NCAA, and Tiger Woods PGA TOUR are trademarks of their respective owners and used with permission. Xbox and Xbox 360 are registered trademarks of the Microsoft group of companies. "PlayStation" and "PLAYSTATION" are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5994474&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Duke Indrasigamany, 604-456-3150

Publicist

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

Jen Riley, 604-456-5081

PR Manager

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

David Tinson, 650-628-5189

Sr. Director, Communications

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

Copyright Business Wire 2009