



Maloofo Money Cup Makes Its Videogame Debut in the Critically Acclaimed Skate 2

Compete in the World's Greatest Skateboarding Event with Skate 2's Latest Downloadable Content

REDWOOD CITY, Calif., Jun 30, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that starting July 9 gamers can download and compete in *Skate 2's* Maloofo Money Cup Pack, based on the largest pursed event in the history of professional skateboarding. The pack will be available in the PLAYSTATION(R) Store for \$3.00 and on Xbox LIVE(R) Marketplace for 240 points in North America.

"*Skate 2* has been embraced by the gaming and skateboarding community across the globe, making it the perfect stage for the Maloofo Money Cup's videogame debut," said Joe Maloofo, President of Maloofo Companies. "Now players everywhere can experience the world's greatest skateboarding championship and revel in the high-stakes excitement of the competition for themselves."

Skate 2's Maloofo Money Cup Pack will feature separate gameplay events both online and offline - freeskate, single player vert and street contests that put gamers against world class pros, and an online mode in which gamers will be able to compete against their friends in new activities and challenges for bragging rights. Xbox 360 gamers get an added bonus as there are 250 achievement points up for grabs.

The Maloofo Money Cup presented by etnies and Monster Energy boasts the largest purse in the history of professional skateboarding with nearly \$450,000 in cash and prizes. The three-day competition and festival takes place July 10-12, 2009 at the OC Fair & Event Center in Costa Mesa, Calif., during the opening weekend of the OC Fair. All attendees can ride the virtual course for themselves in the *Skate 2* booth, located near the front of the festival, where the Maloofo Money Cup Pack will be available for playing.

Skate 2 ups the ante in delivering all the grit, creativity, and culture of skateboarding with all-new tricks that allow players to skate it their way - both on and off the board. Gamers can create their own epic skate spots which can then be shared and experienced by others around the world. The game also features a revamped *Thrasher* Hall of Meat mode that will have players spending countless hours pulling off bone-crushing wipeouts and bails.

Skate 2 is developed by Black Box, an Electronic Arts Inc. studio in Burnaby, British Columbia. The game is rated "T" for Teen by the ESRB and 16+ by PEGI.

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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About Maloofo Money Cup

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nearly \$450,000 in cash and prizes awarded in three professional U.S. Championship Competitions - the Carl's Jr. Pro Vert Championship, the Zoo York Pro Street Championship, the U.S. Women's Pro Street as well as the World Industries Amateur Street and Vert Championships.

Tickets for the 2009 Maloof Money Cup are now on sale at all Ticketmaster locations, online at ticketmaster.com, by calling (714) 740-2000 or (213) 480-3232, or at the OC Fair & Event Center Box Office at the Pacific Amphitheatre. Ticket prices range from \$13 - \$30. The official website, www.maloofmoneycup.com, shares the competition experience with a global audience, featuring contests, social networking, video episodes, photos, news stories and more.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5997324&lang=en>

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