



Fedor Emelianenko Headlines EA SPORTS MMA Roster

World's Top Ranked MMA Fighter Joined by Gegard Mousasi and Renato Sobral as First Fighters Announced for All-New Product

REDWOOD CITY, Calif., Jul 29, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS), announced today that Fedor Emelianenko, the world's top ranked* MMA heavyweight, will headline the *EA SPORTS(TM) MMA* fighter roster. Emelianenko will be joined by Gegard Mousasi and Renato Sobral, both of whom will be featured in a title bout at the STRIKEFORCE fight on August 15, as the first of a long list of fighters who will appear in *EA SPORTS MMA*, the all-new mixed martial arts title coming in 2010.

"I have fought all over the world and I am excited to be in EA SPORTS MMA because this game is going to show the global appeal of mixed martial arts," said Emelianenko. "I know MMA fans have been wanting to play as me and pitting me against any opponent. Now they will have their opportunity."

Fedor Emelianenko, a 6'0", 231 pound Russian heavyweight mixed martial arts fighter, who excels in Sambo and Judo, holds a 30-1 record and is the current WAMMA Heavyweight champion. Prior to signing on with STRIKEFORCE, Emelianenko defended his WAMMA championship by knocking out former UFC Heavyweight Champion Andrei Arlovski.

Gegard Mousasi, a former Dream Middleweight champion, has a current record of 25-2-1 and won his last match in Dream 9 against Mark Hunt this past May. The 6'1", 185 pound Dutch-Armenian fighter will be taking on Renato Sobral to determine STRIKEFORCE's Light Heavyweight champion and has a fight style that is a unique blend of Dutch kickboxing and judo.

Sobral, hailing from Brazil, is known for his aggressive style, grappling prowess, and high-caliber submissions. He is the current STRIKEFORCE Light Heavyweight champion and has a record of 35-8 with his last victory coming against Rameau Thierry Sokoudjou at Affliction: Day of Reckoning fight earlier this year.

"I am very excited to have Fedor, the number one heavyweight in the world, as one of the top fighters in *EA SPORTS MMA*," said Executive Producer Dale Jackson. "He is one of the elite fighters in the sport today and will provide the ultimate competition for our gamers. The *EA SPORTS MMA* team at Tiburon has been working on the game for over a year already and we will have a lot more great fighters and other exciting news to talk about soon."

In addition to appearing in the *EA SPORTS MMA* video game, Mousasi and Sobral will be sponsored by EA SPORTS for the STRIKEFORCE fight.

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. *EA SPORTS MMA* will be available on the Xbox 360(R) video game and entertainment system and the PLAYSTATION(R)3 computer entertainment system.

For more information about *EA SPORTS MMA*, log onto www.easportsmma.com or follow the game on Twitter at www.twitter.com/easportsmma.

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 and Tiger Woods PGA TOUR(R).

* As ranked by Sherdog.com

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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Electronic Arts Inc.
Katherine Coulthart, 407-386-4812
Sr. Publicist
kcoulthart@ea.com
Rob Semsey, 407-386-5337
Sr. PR Manager
rsemsey@ea.com

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