



## EA's Madden NFL 10 Now Available in Stores Nationwide

### ***Renowned Video Game Football Franchise Released to Critical Acclaim***

REDWOOD CITY, Calif., Aug 14, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today the release of *Madden NFL 10* to retail stores across North America. Hailed as "*the best Madden in this generation of consoles*" by Game Informer Magazine, *Madden NFL 10* captures the authenticity and emotion of the NFL like never before.

"Every summer culminates in the release of *Madden NFL* and it has become an annual holiday for millions of football fans," said Nathan Stewart, marketing director at EA SPORTS(TM). "No matter if you're looking for a realistic football simulation, or a family-friendly NFL experience, *Madden NFL 10* represents the best of the award-winning franchise."

This year, *Madden NFL 10* brings something for everyone. Experience first-hand what it's like to "Fight for Every Yard" in *Madden NFL 10* for Xbox 360(R) video game and entertainment system and PLAYSTATION(R)3 computer entertainment system. With all new Pro-Tak(TM) animation technology, players have more control over the outcome of each play. Add to that the most immersive broadcast presentation and online innovation in franchise history; if you see it on Sunday, you'll see it in *Madden NFL 10*.

This year, *Madden NFL 10* arrives on the Wii(TM) with breath-taking visuals that will captivate both seasoned veterans and new comers to the franchise. Completely redesigned and built from the ground up, *Madden NFL 10* epitomizes what fun looks like on the Wii, delivering the most social and dynamic experience from the franchise to date. Quick, exciting game modes ensure that anytime is the right time for *Madden NFL 10* on the Wii.

The award-winning *Madden NFL 10* franchise will be available on the Xbox 360 video game system from Microsoft, PlayStation (R)2 and PLAYSTATION 3 computer entertainment systems, Wii, and PSP(R) (PlayStation(R)Portable) handheld entertainment system. *Madden NFL 10* will also be available for feature phones this month, and on the App Store<sup>SM</sup> in September.

*Madden NFL 10* is developed in Orlando, Florida by the award-winning EA Tiburon studio, which also produces NCAA(R) Football, Tiger Woods PGA TOUR(R) and EA SPORTS MMA.

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>.

For more information about *Madden NFL 10*, visit <http://maddennfl.easports.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 SPORTS<sup>TM</sup>, EA<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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>.

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Xbox 360/PS3

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