



## Mixed Martial Arts Hall of Famer Randy Couture Bolsters EA SPORTS MMA Roster

### *Jay Hieron Also Joins Hard-Hitting Fighter Roster*

REDWOOD CITY, Calif., Aug 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that Randy Couture, one of the most popular fighters in MMA history, will co-headline *EA SPORTS(TM) MMA* alongside recently announced, Fedor Emelianenko.

"I have been a part of MMA for over 10 years and I am excited about the global visibility that a game like EA SPORTS MMA will bring to the sport," said Randy Couture. "Like my fighting career, I look forward to taking on all comers in EA SPORTS MMA."

Randy Couture, a 6'1", 220 pound heavyweight, who currently holds a 16-9 record and is a five-time MMA champion. Couture, a living legend in the MMA world, utilizes his wrestling expertise to take down and control opponents before finishing them off with ground and pound strikes. Couture is scheduled to fight at the end of this month against former Pride World Heavyweight Champion Antonio Rodrigo Nogueira. In addition, this is not Couture's first foray into the world of video games, as he was featured in EA's *Command & Conquer(TM): Red Alert(TM) 3* as Commander Warren Fuller.

Jay "The Thoroughbred" Hieron, a high-profile fighter, joins the *EA SPORTS MMA* roster and will be taking on Jesse Taylor in tonight's STRIKEFORCE fight on in San Jose, California.

Hieron currently holds a 17-4 record and the Long Island native utilizes his wrestling prowess as his primary fighting style but has become a formidable striker as well. He fights out of Xtreme Couture in Las Vegas and was the last Welterweight Champion of the International Fight League.

EA SPORTS is sponsoring three fighters in the STRIKEFORCE event, including Jay Hieron, Gegard Mousasi, and Renato Sobral.

*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*, visit [www.easportsmma.com](http://www.easportsmma.com) or follow the game on Twitter at [www.twitter.com/easportsmma](http://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).

### **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](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, POGO, Command & Conquer and Red Alert are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. John Madden, NFL, NCAA, NBA, FIFA, NASCAR, Tiger Woods and PGA TOUR are trademarks of their respective owners and used with permission. Xbox 360 is a trademark of the Microsoft group of companies and is used under license from Microsoft. PlayStation and PLAYSTATION are registered trademarks of Sony Computer Entertainment Inc.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6030027&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.  
Katherine Coulthart, 407-386-4812  
Sr. Publicist  
[kcoulthart@ea.com](mailto:kcoulthart@ea.com)  
Rob Semsey, 407-386-5337  
Sr. PR Manager  
[rsemsey@ea.com](mailto:rsemsey@ea.com)

Copyright Business Wire 2009