



Media Advisory - EA SPORTS and Future Shop team-up to give fans first chance to score NHL 10

TORONTO and BURNABY, BC, Sep. 9, 2009 (Canada NewsWire via COMTEX News Network) --

<<

Trevor Linden, Wendel Clark & Ian White lead Midnight Madness events in Toronto & Vancouver

>>

In addition to millions of Canadians waiting for the puck to drop on the start of the 2009-10 hockey season, gamers and fans are also looking forward to scoring a copy of EA SPORTS NHL 10, the No. 1 selling console videogame in Canada*. Future Shop, Canada's largest retailer and etailer of consumer electronics, has teamed with EA SPORTS to celebrate the launch of its highly-anticipated NHL 10 videogame at "Midnight Madness" launch parties in Toronto and Vancouver on Monday, September 14. Hundreds of fans are expected to participate in a party atmosphere to play NHL 10 on Xbox 360, meet current and former NHL stars Trevor Linden (Vancouver), Wendel Clark and Ian White (Toronto), and be among the first to receive NHL 10.

<<

What: Midnight Madness launch events celebrating the release of EA SPORTS NHL 10 at select Future Shop stores in Toronto and Vancouver.

Who - Toronto:

- Wendel Clark, former captain of the Toronto Maple Leafs
- Ian White, defenceman, Toronto Maple Leafs
- Xbox 360 Street Team

Who - Vancouver:

- Trevor Linden, former captain of the Vancouver Canucks
- Xbox 360 Street Team

When: Monday, September 14, 2009

- Autograph signings with NHLers:
Toronto event
 - 9:00 p.m. to 11:00 p.m. - Ian White
 - 10:00 p.m. - 11:45 p.m. - Wendel Clark

Vancouver event

- 9:00 p.m. - 11:00 p.m. - Trevor Linden
- Stores are open from 12:00 a.m. to 1:00 a.m.

Where: Toronto - Future Shop, 325 Yonge St. (at Dundas)

Vancouver - Future Shop, 798 Granville St. (at Robson)

Photo and broadcast opportunities:

- Interactions between NHL stars and fans, including autographs and Xbox 360 gameplay
- Hundreds of excited fans lining-up around the block to be the first

- to receive NHL 10
- Enthusiastic gamers playing advance copies of NHL 10 on Xbox 360
 - Party atmosphere with NHL 10 Xbox street teams
- >>

*According to NAPD.

About NHL 10

NHL(R)10 delivers a new, physical brand of hockey to match the physical and emotional intensity real-world players endure in pursuit of the Stanley Cup(R). The franchise that has won 19 sports game of the year awards since 2007 begins a new era with gameplay innovations that include first-person fighting, all-new board play, post-whistle action and spectacular new ways to score. NHL 10 is available for the Xbox 360(R) and PLAYSTATION(R)3. It is rated 10+ by the ESRB.

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(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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>.

About Xbox 360

Xbox 360 is a premier video game and entertainment system. It is home to the best and broadest games as well as the largest on-demand library of standard- and high-definition movies connected to the television - with music coming this fall. The digital center of the living room, Xbox 360 blends unbeatable content with the largest online social network connected to the television in the 20 million members on Xbox LIVE to create a limitless entertainment experience that can be shared at home or across the globe. With the addition of currently code-named "Project Natal," Xbox 360 will forever transform social gaming and entertainment with a whole new way to play - no controller required. More information about "Project Natal" and Xbox 360 can be found online at <http://www.xbox.com/en-CA/live/projectnatal/> and <http://www.xbox.ca>.

About Future Shop

With 142 stores across the country and the nation's premier web store (www.futureshop.ca), Burnaby, BC-based Future Shop is Canada's largest retailer and e-tailer of consumer electronics. Future Shop and its more than 10,000 employees are dedicated to providing customers with expert advice about home and entertainment technology both in-store and online. The company hosts an online community forum for technology beginners and tech-savvy experts to exchange ideas, reviews, tips and other consumer electronics information (www.futureshopforums.ca). To help keep used electronics out of the landfills, Future Shop has an in-store recycling program for seven types of products (see www.futureshop.ca/green). As a proud corporate citizen, Future Shop is committed to employee volunteerism and supporting non-profits organizations dedicated to transforming local youth into Future Leaders (see www.futureshop.ca/community).

SOURCE: Electronic Arts Inc.

Elliott Chun, Future Shop, P: (604) 412-1764, E: echun@futureshop.com; Steve Frost, EA SPORTS, P: (604) 456-5067, E: sfrost@ea.com; Katherine Dyriw, High Road Communications, Cell: (416) 644-2288, E: kdyriw@highroad.com

Copyright (C) 2009 CNW Group. All rights reserved.

News Provided by COMTEX