



EA Mobile Kicks off Football Season With Madden NFL 10 on the App Store

A Fun and New Way to Play the #1 Football Franchise

LOS ANGELES, Sep 09, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today announced the availability of *Madden NFL 10* on the App StoreSM. *Madden NFL 10* brings the most legendary football franchise in the history of sports to the App Store, delivering a realistic and hard-hitting football game right to the iPod(R) touch and iPhone(TM). Play through an entire season, including playoffs and the Super Bowl, in *Madden NFL 10*, complete with color commentary from John Madden himself.

"We think fans will be impressed by the amount of detail and authenticity in *Madden NFL 10*, as well as by how intuitive it is to just pick up and start playing," said Travis Boatman, VP Worldwide Publishing for EA Mobile. "We really took advantage of the platform's unique capabilities so players have a new way to interact with the game. They can control the speed of the game as it unfolds to make the right call, draw routes on the screen for pass plays or with the swipe of a finger, kick a winning field goal."

In *Madden NFL 10*, players can take to the field with rosters packed with their favorite NFL players from all 32 licensed teams - nearly 2,000 players. The advanced roster management feature also allows players to have full control over their team's depth charts, cross-team trading, and access to huge free agent pools. Experience the intense thrill of engaging in roughly 300 plays in authentic stadiums against life-like players from real NFL teams! Choose the "Play Now" mode for a quick fix, or "Season" mode to play through an entire NFL season chock-full of robust stats, individual player awards, and of course, the Super Bowl.

Using the innovative Multi-Touch controls players can draw hot routes for passing plays, a feature exclusive to *Madden NFL 10*, and also slow down the speed of the game to make choosing the right move easier and allow for more user-driven gameplay. The game includes the unmistakable voice of John Madden who will provide in-depth commentary, and colorful analysis from other renowned announcers like Tom Hammond and Cris Collinsworth.

Madden NFL 10 is available in the US from the App Store on iPhone and iPod touch, or at <http://www.itunes.com/appstore>.

For information on pricing for all EA Mobile games, visit www.eamobile.com. To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>.

About EA Mobile

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris*(R), *Bejeweled* (R), *The Sims*(TM), and *Need For Speed*(TM). The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.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 SPORTSTM, EATM, EA SPORTS EA MobileTM and POGOTM. 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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