



## Prove You're Tough Enough! EA SPORTS NHL 10 in Stores Now

### ***Platinum-Selling\* Franchise Opens To Rave Reviews From Critics***

REDWOOD CITY, Calif., Sep 15, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS [NHL\(R\) 10](#) is available in stores today world-wide for the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system.

*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). New gameplay innovations include first-person fighting, all-new board play, Battle for the Cup and Be A Tough Guy modes, and spectacular new ways to score. *NHL 10* features more than 200 gameplay refinements that replicate the skill and finesse of hockey and deliver the most responsive and authentic action ever for the series.

The franchise that has won 19 sports game of the year awards since 2007 continues to deliver a quality experience for fans and critics. "The best sports game on the planet," raves Game Informer Magazine. "*NHL 10* brings its "A" game," writes Official Xbox Magazine in its November 2009 issue. [Gamervision](#) scores *NHL 10* a perfect 10/10, calling it "the best hockey game ever made."

A new first-person fighting engine enables players to trade punches with an NHL tough guy. Feel what it's like to be on the ice in the skates of an NHL player to throw and dodge punches. Winning one-on-one battles for possession of the puck along the boards is now a test of will and skill. Utilizing an all-new board physics engine, players can use their body to shield the puck on the boards and then kick-pass it to teammates. Experience the emotion and drama of NHL playoff hockey in Battle for the Cup. Play with injuries, intimidate the opposing team, line-match to shut down superstars all in front of frenzied towel waving crowds with storylines that carry across the entire series. Plus, all-new interactive crowds bring the emotion of playoff hockey to life with towel-waving fans, glass bangers and crowds that react to the action on the ice. Players can one-time loose pucks, score from their knees, knock pucks out of the air and lift a leg to fake a shot on goal -- just like real-world players.

Prove you are tough enough to quiet the crowd, silence the opposition and survive a playoff run to lift the Stanley Cup in *NHL 10*.

Box art and screenshots are available at <http://info.ea.com>. For more info please visit <http://www.easports.com/>

*NHL 10* is developed by EA Canada in Burnaby, B.C. The game is rated E10+.

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(R) hockey*, *NBA LIVE* basketball, *NCAA(R) Football*, and *Tiger Woods PGA TOUR(R)*.

\*Based on total sales in 2008 according to the NPD.

### **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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6050429&lang=en>

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