



It's a Slam Dunk! EA SPORTS NBA LIVE 10 in Stores Now

Dynamic Season, Powered By Synergy Sports Technology, Connects Gamers to the Real NBA Like Never Before

REDWOOD CITY, Calif., Oct 06, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that *NBA LIVE(R)10* is now available in stores for the PLAYSTATION(R)3 computer entertainment system, PSP(R) (PlayStation(R) Portable) system and Xbox 360(R) video game and entertainment system from Microsoft. Developed by EA Canada in Burnaby, BC, the NBA LIVE franchise has graced multiple generations of consoles for over 15 years, and has sold more than 35 million units in its lifetime*. *NBA LIVE(R)10* brings an unprecedented level of user control to the long running series, putting gamers in command of dribbling, passing, shooting and driving the lane, replicating the athleticism and agility that real NBA players display on the court.

In addition to gameplay, visuals and in-game presentation have also received an overhaul in *NBA LIVE 10*. 90 throwback jerseys and more than 500 shoes will update throughout the course of the year**. All new player models will elevate the look of each individual player in the game to reflect their real world counterparts. Authentic lighting and design for all 30 NBA arenas, and commentary that evolves throughout the season to reflect big trades, key match-ups, and injuries, will work together to deliver the most authentic presentation in an NBA LIVE videogame to date.

Evolving on the genre-defining Dynamic DNA, *NBA LIVE 10* introduces a premium service called Dynamic Season*** to this year's offering. Dynamic Season allows users to play along with the regular season as it happens. Powered by Synergy Sports Technology - the premier analytics provider for more than 25 NBA teams - Dynamic Season will update your game daily with the real results, injuries, statistics, trades and tendencies that happen in the NBA. As users play each game, their results are merged with the real NBA season, giving players the opportunity to alter reality and make their own 2010 NBA Finals.

The game has been rated "E" by the ESRB and 3+ by PEGI. Box art and screenshots are available at <http://info.ea.com>. For more information, please visit <http://www.easports.com/nbalive10>.

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)*.

*Source NPD Data

**Available to online connected users only

***Dynamic Season and Dynamic DNA is free with all new copies of NBA LIVE 10. Consumers who purchase a used copy of NBA LIVE 10 can access the service for 1200 MS Points or \$14.99 on Xbox Live and the PLAYSTATION(R)Network, respectively. Available to online connected users only.

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. 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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SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Duke Indrasigamany, 604-456-3150

Publicist

dukei@ea.com

Jen Riley, 604-456-5081

PR Director

jriley@ea.com

David Tinson, 650-628-5189

Sr. Director, Communications

dtinson@ea.com

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