



EA Announces All-New Football Experience with Madden NFL Arcade

5-on-5 Pure Adrenaline NFL Football Meets the Award-Winning Football Franchise

REDWOOD CITY, Calif., Oct 14, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq: ERTS) announced today an all-new way to experience the Madden NFL franchise with *Madden NFL Arcade* - a fun, pick-up-and-play, 5-on-5 football game from EA Tiburon. *Madden NFL Arcade* is pure adrenaline football for both casual and diehard NFL fans, featuring a unique art style that brings your favorite players to life like never before! *Madden NFL Arcade* will be available as a download on Xbox LIVE Arcade and the PlayStation Store for 1200 MS Points and \$14.99 respectively, just in time for the holidays in December.

"When you look around the office and see your whole team playing and having tons of fun with it, you know the game hit the right mark," said marketing director Nathan Stewart. "We have diehard Madden fans who have worked on the franchise for a decade, and more casual gamers who are all playing together and enjoying it. If our productivity the past few weeks is any indication, we've created a game that everyone will love."

Choose one of your favorite 32 NFL teams and distinctive home stadium for a battle with the best five players on each side of the ball, and let the excitement begin! Each team is given four downs to march 60 yards to pay dirt - no penalties or field goals allowed here, pal! Get your Madden NFL fix in a completely new way, with fast-paced games where the first team to 30 wins. Want to mix it up? *Madden NFL Arcade* can be tailored to fit your liking by changing options, such as skill level, points to win, and more; making each game unlike the one before. Take advantage of 13 unique "Game Changers" to break the game wide open on a single play. Add an entourage of lineman to get the sack, freeze an opposing player, turn off your opponent's passing icons, and much more. No lead is safe in *Madden NFL Arcade*.

Madden NFL Arcade is the perfect video game for gameday, allowing up to four players to play co-op on a single console. You can also take on the world online in head-to-head matches and track your performance via interactive leaderboards. If you like to commemorate your gridiron success, *Madden NFL Arcade* will also provide a host of achievements and trophies to boost your gamer score.

Madden NFL Arcade is rated E for everyone by the ESRB and is developed in Orlando, Florida by the EA Tiburon studio, which also produces NCAA(R) Football, Tiger Woods PGA TOUR(R) and EA SPORTS MMA.

For assets regarding *Madden NFL Arcade*, please visit: <http://info.ea.com>

For more information about *Madden NFL Arcade* visit: maddennfl.easports.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™, 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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ABOUT NFL PLAYERS

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. Representing more than 1,800 active and many memorable retired NFL players, NFL PLAYERS "takes the helmets off" the players and markets them as personalities as well as professional athletes. Through an exclusive sponsorship agreement between the organization and the NFL, players are integrated into NFL sponsor activation programs. In addition, under an exclusive agreement between NFL PLAYERS and the NFL, NFLPLAYERS.COM, the company's official website, is part of the NFL Internet Network. Each year NFL PLAYERS negotiates and facilitates more than 4,000 player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit NFLPLAYERS.COM.

SOURCE: Electronic Arts Inc.

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