EA's FIFA Soccer 10 in Stores Now Throughout North America

FIFA Soccer 10 Highest Rated Sports Game Ever on PLAYSTATION 3 and Xbox 360

REDWOOD CITY, Calif., Oct 20, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced that *FIFA Soccer 10* from EA SPORTS(TM) is available in stores throughout North America beginning today for the PLAYSTATION(R)3, Xbox 360(R), Wii(TM), PC, PlayStation(R)2, PSP(R) (PlayStation(R)Portable), Nintendo DS(TM)and mobile.

FIFA Soccer 10 launched Oct. 1 across Europe with record-breaking success, selling 1.7 million copies at European retail in the first week to become the fastest selling sports game ever and EA's biggest European launch in history. *FIFA Soccer 10* has also launched to widespread critical acclaim. It is presently the highest rated sports videogame ever* on PLAYSTATION(R)3 and Xbox 360(R) with review scores of 91 on both platforms.

North American packaging of FIFA Soccer 10 features Major League Soccer stars Cuauhtémoc Blanco of Chicago Fire and Sacha Kljestan of Chivas USA and Chelsea's world-class attacking midfielder Frank Lampard on the cover.

FIFA Soccer 10 is powered by the first-ever true 360° dribbling system and new Skilled Dribbling technology that gives players finer control of the ball and unprecedented responsiveness. It also features a new Practice Arena, Customizable Set Pieces and Virtual Pro, a mode that enables gamers to live out the fantasy of playing as a professional player by using Game Face to put themselves in the game and then embarking on a career with more than 200 accomplishments to master across all games modes. Join an Online Team Play Club & play 10v10 against hundreds of thousands of Virtual Pros from around the world in the Pro Club Championship, with the top clubs battling it out to become Regional & World Champions. *FIFA Soccer 10* refines an already potent game engine, combined with authentic club and league licenses, to continue to set the benchmark as the most complete and intelligent simulation of soccer.

FIFA Soccer 10 Wii delivers action packed, non-stop soccer action. Improved shooting power for greater scoring range, new target passing for more scoring opportunities and more responsive goalies that send juicy rebounds back into play create frantic action in the attacking zone. The new "Strike It System" on set pieces pits players against each other in a head to head challenge for a true test of nerve as each player must time the shaking of their Wii(TM) Remote perfectly in order to either score or defend free-kicks, penalties and corners. Compete and compare your performance against family and friends. Play online with a friend in 2v2 online matches and tournaments.

Visit WWW.FIFA.EASPORTS.COM for more information about features for each available platform.

FIFA Soccer 10 is developed under the EA SPORTS brand by EA Canada in Burnaby, B.C. The game is localized into 18 languages and sold in 37 countries--it is the most popular EA SPORTS franchise globally. The game is rated"E"for Everyone by the ESRB and 3+ by PEGI in Europe.

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 www.metacritic.com as of Oct. 19, 2009

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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