



Get Fit for the Holidays With EA SPORTS Active More Workouts

Next Step in Fitness Journey With Countless Combinations of Circuit Style Exercise Routines and New 6 Week Challenge

REDWOOD CITY, Calif., Nov 17, 2009 (BUSINESS WIRE) -- People around the world have experienced the revolution in interactive fitness with [EA SPORTS Active\(TM\) Personal Trainer](#), the critically acclaimed and effective circuit style exercise program that gives you the benefit of a personal trainer in a box. Today, EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced that [EA SPORTS Active\(TM\) More Workouts](#) is now available in North American retail stores and will be available worldwide on November 20th, 2009. Developed exclusively for the Wii(TM) by EA Canada, *EA SPORTS ActiveMore Workouts* is the highly anticipated second installment in the *EA SPORTS Active* franchise, an innovative line of interactive fitness products that offer personalized, customizable workouts. Developed in collaboration with fitness experts, including Bob Greene - renowned exercise physiologist, author and Oprah's personal trainer - the *EA SPORTS Active* franchise provides an effective, inexpensive way to burn calories, get fit and have fun from the comfort of home.

EA SPORTS Active More Workouts will keep users motivated, and their hearts pumping, with new challenges and variety. It features over 35 new exercises and activities that create unlimited combinations of customizable exercise routines targeting upper and lower body, as well as cardio. New to the *EA SPORTS Active* franchise will be an emphasis on abdominal exercises including Curl Ups and Crunch and Punches, as well as a Warm Up/Cool Down feature. An all-new presentation will bring users to the tropics and will immerse them in warm weather activities like waterskiing and paddle surfing.

The product will also feature a new, more intense 6 Week Challenge that allows users to take another step in their journey towards better health and fitness with new daily workouts that ramp up in intensity each week. The personalized full body challenge will give users a new, customizable weekly schedule and weekly check-in with the virtual trainer to track calorie, weight and workout goals. To ensure that challengers are taking a holistic approach to their program, *EA SPORTS Active More Workouts* also includes an 80-page *Special Edition Bob Greene Nutrition Best Life Book* that features tips on creating a balanced lifestyle, recipes from the Best Life Diet Cookbook, and a daily journal to keep users on track in every area of life.

EA SPORTS Active More Workouts is compatible with [EA SPORTS Active Personal Trainer](#), allowing users to transfer profile details and recognizes workout information from the previous four weeks so users can stay on track to reach their fitness goals. Both programs provide clear instructions, feedback on technique and encouragement, while also providing calories burned in real time.

EA SPORTS Active More Workouts has been rated "E" by the ESRB and "3+" by PEGI, and has an MSRP of \$39.99 in North America. For those who haven't purchased *EA SPORTS Active Personal Trainer* that includes the legstrap and resistance bands (MSRP of \$59.99), Accessory Packs are necessary for using the product and are sold separately at an MSRP of \$19.99.

For more information, visit <http://www.easportsactive.com>. Media can find photos of the product at <http://info.ea.com>.

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).

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: EATM, EA SPORTSTM, 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6098300&lang=en>

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