



Madden NFL Arcade Now Available on the PlayStation Store and Xbox LIVE Arcade

5-on-5 Pure Adrenaline NFL Football Arrives Just in Time for Thanksgiving

REDWOOD CITY, Calif., Nov 25, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) announced today that *Madden NFL Arcade* is now available for download on the PlayStation(R) Store, and on Xbox LIVE Arcade. Perfect for pick-up-and-play action during halftime, *Madden NFL Arcade* provides an all-new way to experience the *Madden NFL* franchise, featuring a unique art style and fast-paced gameplay. *Madden NFL Arcade* is available on the PlayStation Store and Xbox LIVE for \$14.99 and 1200 MS points respectively.

Madden NFL Arcade takes everything you love about your favorite NFL stars and stadiums and brings them to life in a fun, high-scoring gridiron battle. Featuring all 32 NFL teams and stadiums, including the top five offensive and defensive stars from each team, with all-new arcade style animations, every play looks like a highlight reel. From linemen to wide receivers, each player is 100% authentic to the NFL and injected with over-the-top personality unique to *Madden NFL Arcade*.

Catch your opponent off-guard with 13 unique Game Changers to break the game wide open in a single play. Freeze one of your opponent's players, add extra lineman to sack the QB, turn off your opponent's passing icons, and more. With action-packed Game Changers, no two plays are ever the same.

Madden NFL Arcade is the perfect video game for game day, allowing up to four cooperative players on a single console. You can also take on the world online in head-to-head matches and track your performance via interactive leaderboards. To commemorate your gridiron success, *Madden NFL Arcade* also provides 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(TM) MMA.

For the *Madden NFL Arcade* launch sizzle visit: http://pressadmin.gamespress.com/newadmin_release_info.asp?i=1258

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. All player participation is facilitated by NFL PLAYERS, the licensing and marketing subsidiary of the NFL Players Association. For more information, please visit NFLPLAYERS.COM.

SOURCE: Electronic Arts Inc.

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