



BOOOOOOM-SHAKA-LAKA! EA Announces NBA JAM

New Take on Classic Game to Appear on the Wii in 2010

REDWOOD CITY, Calif., Jan 11, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq: ERTS) announced today that EA SPORTS(TM) is developing one of the most popular and culturally influential arcade basketball games ever made -- *NBA JAM* - for the Nintendo Wii(TM). *EA SPORTS NBA JAM(TM)* revives the classic franchise with vintage *NBA JAM* gameplay, and all-new features that deliver a fresh new take on the game. Featuring the sights and sounds that fans of the franchise will instantly recognize, *EA SPORTS NBA JAM* mixes the old school with the new, to deliver a one-of-a-kind sports presentation on the Wii.

"*NBA JAM* is one of the most recognizable franchises in videogame history," said Peter Moore, President, EA SPORTS. "Diehard fans of the original game have been asking for a remake for more than a decade. We're very excited to give them their wish this year with the return of this iconic franchise."

Featuring gameplay that is true to the original, *NBA JAM* will have players spinning with ankle breaking moves to the basket and on the way to high-flying, backboard-smashing dunks. In addition to the classic experience, *EA SPORTS NBA JAM* will also introduce new game modes, characters and gameplay depth.

NBA JAM brought an all-new visual style to the sports videogame genre when it debuted in 1993. Now, the new *EA SPORTS NBA JAM* re-defines the visuals for a sports game yet again by bringing true-to-life body types, updated physics and visible player emotion to the over-the-top experience.

EA SPORTS NBA JAM is currently in development at EA Canada in Vancouver, BC and will be available for the Nintendo Wii videogame system in 2010. The game has not yet been rated by the ESRB or PEGI.

For more information, visit www.nba-jam.easports.com.

EA SPORTS(TM) is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR(R)* golf, while *EA SPORTS Active Personal Trainer* for the Wii is the most critically acclaimed product available for interactive fitness.

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please visit www.easports.com to connect, share and compete.

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>.

EA, EA SPORTS, EA Mobile, POGO and EA SPORTS Active are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual properties of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. © 2010 NBA Properties, Inc. John Madden, NFL, NBA, FIFA, NHL, NCAA, NASCAR, Tiger Woods and PGA TOUR are trademarks of their

respective owners and used with permission. Wii is a trademark of Nintendo. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Duke Indrasigamany, 604-456-3150
Publicist

dukei@ea.com

or

Jen Riley, 604-456-5081
PR Director

jriley@ea.com

or

David Tinson, 650-628-5189
Sr. Director, Communications

dtinson@ea.com

Copyright Business Wire 2010