



## EA SPORTS Unveils Free Downloadable Soccer Game for PC

### *Fans Will Shape EA SPORTS FIFA Online Content During Development Process*

REDWOOD CITY, Calif., Jan 29, 2010 (BUSINESS WIRE) -- Electronic Arts (NASDAQ:ERTS) announced today development of a free\*, downloadable game called [EA SPORTS\(TM\) FIFA Online](#) that will make its most popular and highest rated^ videogame franchise available to soccer fans with a broadband internet connection and an average spec laptop computer or desk-top personal computer. The free-to-play EA SPORTS FIFA Soccer videogame will call on soccer fans and gamers to help shape features during closed beta testing prior to its English language European open beta release in June 2010.

"Listening to and engaging soccer fans has been one of the driving forces behind the success of our FIFA franchise and now we are inviting European football fans--in mass numbers and earlier than we ever have before--to help us develop a new soccer game," said Executive Producer Kaz Makita. "Fans will determine the features that matter most, and at the end of this process, our goal is to deliver a game for fans looking for a quick soccer fix at home or at work."

"There are a large number of soccer fans who do not want a console gaming experience due to time and other priorities in their personal lives but they still want to be able to play a top-quality soccer videogame," explained Makita. "FIFA Online will be designed specifically for them."

Beginning February 3, soccer fans across Europe are invited to register to participate in the closed beta development and testing of *FIFA Online* by visiting <http://fifa-online.easports.com>. More than 20,000 fans will be involved in the first phase of closed beta testing and then, during open beta in June, hundreds of thousands of fans will test the game, providing feedback directly to the game's developers through exclusive discussion forums.

EA SPORTS *FIFA Online* will be released around the world in stages. The English language version will be available to all soccer fans in June, 2010. Over the next 12 to 24 months *FIFA Online* will launch in other languages across Europe and then in North America. Non-English speaking soccer fans will also be able to participate in the development process of these games.

EA SPORTS *FIFA Online* will offer an authentic soccer experience with 30 licensed leagues, 500 clubs and more than 15,000 players. During the first closed beta stage beginning February 3, the game will feature a 2010 FIFA World Cup South Africa tournament mode and a control system that uses the mouse only. At the second stage of closed beta, the game will feature a League Mode that enables fans to manage and compete as their favorite soccer club, and the ability to play online matches. *FIFA Online* will enable soccer fans and gamers to build their favorite club into their dream team by developing or acquiring players, upgrading skills, and getting unique apparel by earning in-game currency to acquire items or through micro-transactions. Additional content will be designed for the game based on feedback by fans.

Register to play at <http://fifa-online.easports.com>.

EA SPORTS *FIFA Online* is developed by EA Canada and EA Singapore. The game is rated PEGI 3.

Screenshots can be downloaded at <http://info.ea.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* 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](http://www.easports.com) to connect, share and compete.

\* **Internet connection required.** See website for details

^ according to Metacritic.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](http://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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