



EA SPORTS Predicts New Orleans Saints Defeat Indianapolis Colts, 35-31, at Super Bowl XLIV Using Madden NFL 10 on Xbox 360

EA SPORTS and Xbox 360 Kick Off Super Bowl Weekend With Exclusive Game With Fame and Madden NFL 10 Match With Cincinnati Bengals' Chad Ochocinco

MIAMI, Feb 03, 2010 (BUSINESS WIRE) -- Who Dat! The New Orleans Saints pull the upset and march to a victory over the Indianapolis Colts with a score of 35-31 at Super Bowl XLIV, according to the official Electronic Arts (NASDAQ:ERTS) simulation run by the award-winning *Madden NFL 10* on Xbox 360. The first three quarters display the offensive fireworks that both teams have become known for, with the Colts leading 24-21. A nail biting fourth quarter begins with a big play, courtesy of the Saints' special teams, when Reggie Bush returns a punt for a 42-yard touchdown. However, with minutes left in the game the duo of Joseph Addai and Peyton Manning put the Colts back on top with a go-ahead touchdown pass. With the game hanging in the balance, Drew Brees hits David Thomas for an 11-yard touchdown and the game winning score. Drew Brees takes home MVP honors as the Saints earn their first Super Bowl Championship title in the franchise's 46 year history.

Utilizing each team's current roster and the latest player statistics, *Madden NFL 10* was able to accurately predict the outcome of both the NFC and AFC Championship games within a margin of three points for each game. EA SPORTS utilized this same simulation formula to predict the outcome of Super Bowl XLIII (Pittsburgh Steelers vs. Arizona Cardinals) with unprecedented accuracy - down to the final score and individual player statistics. EA SPORTS has correctly predicted the Super Bowl winner for five out of the last six years, since the official *Madden NFL* Super Bowl simulation began in 2004.

Super Bowl XLIV kicks off Sunday, February 7 in South Florida, and as a part of the Super Bowl week festivities, Xbox 360 and EA SPORTS will give Madden fans at home a rare opportunity to participate in the electrifying action. On Thursday, February 4 Cincinnati Bengals' Chad Ochocinco, self-proclaimed King of Madden (gamertag: Ochocinco MBGWF) will face off against fans on *Madden NFL 10* as part of the latest Xbox LIVE online entertainment network Game with Fame session. Be sure to keep an eye out for the session on Xbox LIVE at 6:00 p.m. EST (3:00 p.m. PST) for your chance to battle one of the biggest personalities in football to earn ultimate *Madden NFL 10* bragging rights.

Following the Game with Fame matchup, Xbox 360 and EA SPORTS will host the 16th annual Madden Bowl, the only official Madden tournament featuring some of the NFL's brightest stars. Chad Ochocinco (Cincinnati Bengals), Chris Johnson (Tennessee Titans), Maurice Jones-Drew (Jacksonville Jaguars), Jared Allen (Minnesota Vikings), Andre Johnson (Houston Texans), Patrick Willis (San Francisco 49ers), Miles Austin (Dallas Cowboys) and more who will go head-to-head in *Madden NFL 10* on Xbox 360 in an eight-player, single elimination tournament. Who will walk away with the coveted EA SPORTS Madden Bowl Cup? Stay tuned to Xbox LIVE for exclusive coverage from the event.

Please visit info.ea.com for assets including player renders, screenshots and videos of the matchup.

NFL PLAYERS, the marketing and licensing arm of the NFL Players Association, provides Madden NFL with the rights to use player names and likenesses in the game and facilitates all player participation.

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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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 extensive player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit NFLPLAYERS.COM.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6165576&lang=en>

SOURCE: Electronic Arts Inc.

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