



EA SPORTS FIFA 10 Ultimate Team Available Now for Download

Popular Expansion Mode for FIFA Soccer 10 Available for 400 Microsoft Points or \$4.99

REDWOOD CITY, Calif., Feb 25, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced that [FIFA 10 Ultimate Team](#), the popular game mode expansion that creates a new way of playing the award-winning EA SPORTS(TM) *FIFA Soccer 10*, is available now to download for the PlayStation(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system.

The original Ultimate Team expansion mode for *FIFA Soccer 09* was the most popular PDLC expansion mode ever released by EA SPORTS, with over 35 million gold, silver and bronze packs opened, over 50 million auctions for players and items completed, and over 10 billion in-game coins exchanged in trades as legions of soccer fans took on the challenge to put a personally crafted team up against the rest of the world.

FIFA 10 Ultimate Team is half the price of the original -- 400 Microsoft points or \$4.99 through PlayStation Network -- and this year enables gamers to manage one or multiple squads simultaneously, and compete against other gamers in dynamically updated online tournaments. Fans will be able to experience the game mode by creating a team with a starter pack of players and play a five game free* trial.

Featuring over 7,500 of the best soccer stars in the world to choose from, gamers can emulate the way real-world coaches and managers build the truly great soccer teams. Choose how to manage your team -- focusing on creating one formidable squad, or managing multiple squads to match dynamic requirements for tournaments and competitions. Buy, sell, trade and acquire the biggest stars to build your team. Be strategic and tactical in preparing your squads for the various in-game competitions. A completely redesigned chemistry system built around player relationships on the pitch means that managing teams and squads to their full potential is even more critical to success. Take carefully assembled squads into standard tournaments and themed competitions against the most formidable teams from around the world - and then out wit and out play them.

FIFA 10 Ultimate Team is available now to purchase for 400 Microsoft points or \$4.99 as a download via Xbox LIVE and the PlayStation Network to *FIFA Soccer 10*. *FIFA Soccer 10* and an internet connection are required for play. *FIFA 10 Ultimate Team* is developed by EA Canada in Burnaby, B.C. It is rated "E" for everyone by the ESRB and 3+ by PEGI.

For more information about *FIFA 10 Ultimate Team* visit <http://www.FIFA.easports.com>. Screenshots and 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, and *EA SPORTS Active*.

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

* *FIFA Soccer 10* and an internet connection are required for play.

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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