



## EA Expands Interactive Fitness Product Line With New EA SPORTS Active

### ***Heart Rate Monitor and New Wireless Control System Highlight Innovation Coming to New Suite of Fitness Products This Fall***

REDWOOD CITY, Calif., Mar 09, 2010 (BUSINESS WIRE) -- Millions of people around the world have experienced the revolution in home fitness since last spring with [EA SPORTS Active\(TM\)](#), the number one rated fitness program for the Wii(TM) \*\*. Today, EA SPORTS(TM), a label of Electronic Arts Inc. (NASDAQ: ERTS), announced that *EA SPORTS Active 2.0\** (working title) is now in development and will be available this fall on PlayStation(R)3, Wii(TM), iPhone(R) and iPod touch(R). The new *EA SPORTS Active 2.0\** fitness program will deliver true fitness results by featuring an innovative wireless control system, powered by new leg and arm straps with motion sensors, a heart rate monitor to capture intensity, and a new online hub to track and share workout data. *EA SPORTS Active 2.0\** will make working out simple, effective and will go with you wherever you are.

"The launch of *EA SPORTS Active 2.0\** will define a new era of interactive fitness with the use of innovative motion sensor peripherals and a heart rate monitor that provide users with a fitness experience delivering real, measurable results," said Tarnie Williams, Executive Producer, *EA SPORTS Active*. "As the number one rated fitness program for the Wii\*\*, *EA SPORTS Active* proved itself as the industry leader and provided the foundation for our fitness franchise. The success stories we've received from our users show that *EA SPORTS Active* is changing lives and we're so proud to be part of it."

The new *EA SPORTS Active 2.0\** innovative wireless control system will give users complete freedom of motion, making it even easier to get a workout that delivers great results. Using innovative heart rate detection technology, the heart rate monitor will help users monitor intensity, providing constant on-screen monitoring throughout the workout and tracking user data over time to optimize performance.

The *EA SPORTS Active 2.0\** online hub will allow users to track and share all of their workout data, providing a centralized destination for all fitness, wellness and training needs. It will host a thriving online global community of EA SPORTS Active users who can share their fitness journeys, interact with workout groups and send messages to each other online to stay inspired and engaged. Users will also have the ability to download new workouts and exercises to their online connected PlayStation3 console to keep their workouts fresh and maintain motivation\*\*\*.

*EA SPORTS Active 2.0\** provides total body conditioning using progressive exercise in new prescribed programs. A three-phase, nine-week program provides a fitness roadmap to help keep users motivated and on track of their fitness goals. Additional mini-programs will also be available to add on, keeping workouts fresh and inspiring. The EA SPORTS Active personal trainer will walk users through their workout and provide continued encouragement with feedback to ensure an optimal workout experience.

*EA SPORTS Active 2.0\** is in development at EA Canada in Vancouver. It has not yet been rated by the ESRB or PEGI; visit [www.esrb.org](http://www.esrb.org) and [www.pegi.info](http://www.pegi.info) for updated rating information. For more information please visit [www.easportsactive.com](http://www.easportsactive.com).

\* Working Title

\*\* According to [Metacritic.com](http://Metacritic.com), March 9<sup>th</sup>, 2010

\*\*\* Internet connection and EA account required

### **About EA SPORTS**

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 apps, please visit [www.easports.com](http://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: 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>.

EA, EA SPORTS, EA Mobile, POGO and EA SPORTS Active are trademarks of Electronic Arts Inc. John Madden, NFL, NHL, NBA, NCAA, FIFA, Tiger Woods and PGA TOUR are trademarks of their respective owners and used with permission. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Wii is trademark of Nintendo. iPhone and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6205145&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Lisa Bruce, 604-456-3179

PR Manager

[lbruce@ea.com](mailto:lbruce@ea.com)

Jen Riley, 604-456-5081

PR Director

[jriley@ea.com](mailto:jriley@ea.com)

David Tinson, 650-628-5189

Sr. Director, Communications

[dtinson@ea.com](mailto:dtinson@ea.com)

Copyright Business Wire 2010