



EA Makes the 'Impossible Possible' with The Coca-Cola Zero(TM) Story of Finals for 2010 FIFA World Cup South Africa(TM)

Free Online Service to Deliver Crucial Moments From 2010 FIFA World Cup South Africa

REDWOOD CITY, Calif., Mar 30, 2010 (BUSINESS WIRE) -- What if you could kick the winning goal that gives your favorite team a spot in the 2010 FIFA World Cup(TM) Finals? What if you could change the outcome of the final match? Now you can. Electronic Arts Inc. (NASDAQ:ERTS) and Coca-Cola Zero(TM) are teaming up to launch a free* online service called The Coca-Cola Zero Story of the Finals for the [2010 FIFA World Cup South Africa\(TM\)](#) videogame from EA SPORTS(TM). The feature will enable gamers to relive crucial moments from the actual tournament hours after games have been played. The free service from EA SPORTS will be available for the PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system.

"This is an ambitious and completely unique feature that has never before been attempted for soccer videogames," said Executive Producer Kaz Makita. "The hopes and dreams of nations will rise and fall throughout the 2010 FIFA World Cup Final and within hours after the real matches have occurred our development team will re-create the storylines in our game and provide fans the opportunity to replay and, perhaps, change the outcome - virtually."

The Coca-Cola Zero Story of the Finals will enable gamers connected online to play real matches from the 2010 FIFA World Cup Final and face the same challenges their heroes experienced throughout the tournament. The free service complements an existing game mode called The Coca-Cola Zero Story of Qualifying which enables gamers to relive moments from the 2010 qualifying campaign and the 2006 FIFA World Cup(TM) Finals through over 50 scenario-based challenges.

"Just like Coke Zero made the impossible possible by offering real Coke taste with zero calories, the Coca-Cola Zero Story of the Finals empowers people to become part of the game and virtually rewrite sports history," said Scott Cuppari, Manager, Media and Interactive, Coca-Cola North America. "Through our partnership with EA SPORTS and their 2010 FIFA World Cup South Africa game, we're offering new, innovative videogame content that delivers a rich experience to gamers and soccer enthusiasts."

The 2010 FIFA World Cup(TM) will available on the PlayStation(R)3, Xbox 360(R), Wii(TM), PSP(R) (PlayStation(R) Portable) and iPhone(R) on April 27, 2010 in North America and April 30, 2010 in Europe and Asia. Visit <http://www.FIFA-WORLD-CUP.EASPORTS.COM> for more information about features. The game is rated "E" for Everyone by the ESRB and 3+ by PEGI in Europe.

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 videogame franchises, 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.

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

* 2010 FIFA World Cup South Africa 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(TM), EA SPORTS(TM), EA Mobile(TM) and POGO(TM). 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 The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Together with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 14 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

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