



EA's 2010 FIFA World Cup South Africa Music Soundtrack Sets the Stage for Soccer Glory

2010 FIFA World Cup Demo Available Beginning April 8

REDWOOD CITY, Calif., Apr 07, 2010 (BUSINESS WIRE) -- Turn up the music, raise your hands and voices and join the celebration! Electronic Arts (NASDAQ:ERTS) today revealed the 28 artists across 20 countries who will usher in the EA SPORTS(TM) [2010 FIFA World Cup South Africa\(TM\)](#) with an international soundtrack that celebrates the cultural vibrancy of the first FIFA World Cup(TM) to be held in Africa.

EA SPORTS *2010 FIFA World Cup South Africa(TM)* captures the sounds and history of the musical landscape in Africa with a rhythmic, tribal blend of 28 songs that, through mass exposure to soccer, videogame and music fans, will become synonymous with the 2010 FIFA World Cup South Africa(TM) worldwide. Somali-born poet, musician and rapper, K'NAAN, headlines the soundtrack with his song "Wavin' Flag Coca-Cola Celebration Mix".

A full playable demo of *2010 FIFA World Cup South Africa* for the PlayStation(R)3 computer entertainment system will be available for downloadable at the PLAYSTATION Store, and for the Xbox 360(R) videogame and entertainment system on Xbox Live Marketplace, beginning April 8 worldwide. Play as Spain or Italy and discover a soccer experience that brings to life the passion and emotion of the actual tournament. New players to the FIFA Soccer franchise will be able to choose to play the demo utilizing new Two-Button controls designed to enable new gamers to pass, shoot and compete for the 2010 FIFA World CupTM with an accessible control scheme that utilizes just two buttons. In addition to playing a match soccer fans and gamers will be able to upload their replays from the demo to [EA Football World](#) for other fans to watch.

"2010 FIFA World Cup South Africa is a landmark project in the evolution of world music and its African heritage," says Steve Schnur, Worldwide Executive of Music and Marketing at Electronic Arts. "We've brought together such legendary African artists as Nigerian drummer/activist Babatunde Olatunji, Senegal icon Baaba Maal, and 'The Bob Marley of Ghana' Rocky Dawuni, with global superstars like Sergio Mendes and Nas & Damian Marley. But we're perhaps most proud of K'NAAN, the unsigned Somali artist we discovered in 2004 whose music has now appeared in five different EA SPORTS video games."

To listen to streaming music clips from this EA SPORTS one-of-a-kind mix of music, learn more about the bands and get details about features in the 2010 FIFA World Cup videogame, visit <http://www.FIFA-WORLD-CUP.EASPORTS.COM>.

ARTIST	SONG	COUNTRY
Baaba Maal	International	Senegal
Babatunde Olatunji	Kiyakiya	Nigeria
Basement Jaxx feat. Santigold	Saga	England
Buraka Som Sistema	Restless	Portugal
Buscemi feat. Lady Cath	Dipso Calypso	Belgium
Fedde Le Grand feat. The Stereo MCs	Wild & Raw	Holland
Florence + The Machine	Drumming Song	England
Fool's Gold	The World Is All There Is	USA
Future Sound Of London	Papua New Guinea	England
Gang Of Instrumentals	Oh Yeah	South Africa
John Forté	Your Side	USA
Jonathan Boulet	Ones Who Fly Twos Who Die	Australia
Kid British	Winner	England

K'NAAN	Wavin' Flag - Coca-Cola Celebration Mix	Somalia
Last Rhythm	Last Rhythm	Italy
Latin Bitman	The Instrumento	Chile
Marisa Monte	Não É Proibido	Brazil
Michael Franti & Spearhead feat. Cherine Anderson	Say Hey (I Love You)	USA
MIDIval PunditZ	Atomizer (Pathaan's Dhol Mix)	India
Miike Snow	In Search Of	Sweden
Nas & Damian "Jr. Gong" Marley	Strong Will Continue	USA/Jamaica
Rocky Dawuni	Africa Soccer Fever	Ghana
Rox	Rocksteady	England
Sérgio Mendes	Emoriô	Brazil
Sia	Bring Night	Australia
The Kenneth Bager Experience feat. the Hellerup Cool School Choir	Fragment Eight "The Sound Of Swing"	Denmark
The Very Best feat. Ezra Koenig	Warm Heart Of Africa (So Shifty Remix)	Malawi/France/Sweden
White Rabbits	Percussion Gun	USA

The 2010 FIFA World Cup(TM) will also be available on the 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.

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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