



EA Announces Online Pass on EA SPORTS Simulation Games on Xbox 360 and PlayStation 3

Online Pass Launches with Tiger Woods PGA TOUR 11

REDWOOD CITY, Calif., May 10, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today introduced Online Pass content from EA SPORTS(TM). Online Pass rewards game owners with a game-specific, one-time-use registration code for online services, features and bonus content. Each title-specific Online Pass may be used with upcoming releases of EA SPORTS simulation games on PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system, beginning next month with *Tiger Woods PGA TOUR(R) 11*. The one-time Online Pass registration code comes included with each unit sold new at retail. Once redeemed, additional Online Passes will be available for \$10. Fans also may sign up for a free 7-day trial to experience Online Pass. International pricing will be announced within territories in the near future.

"This is an important inflection point in our business because it allows us to accelerate our commitment to enhance premium online services to the entire robust EA SPORTS online community," said Peter Moore, President of EA SPORTS.

Retailer GameStop (NYSE: GME) has shown support of EA's digital strategy by selling Sony PlayStation Network cards and Xbox Live Microsoft Points cards with the purchase of new and used EA titles. "GameStop is excited to partner with such a forward-thinking publisher as Electronic Arts," said Dan DeMatteo, Chief Executive Officer of GameStop Corp. "This relationship allows us to capitalize on our investments to market and sell downloadable content online, as well as through our network of stores worldwide."

Moore continued, "We're delighted that GameStop is offering their support of this program as a place for gamers to purchase points that provide access to downloadable content from EA at their stores and through their website."

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 SPORTS™, EA™, EA Mobile(TM) 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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SOURCE: Electronic Arts Inc.

EA Corp. Comm. - U.S.
Holly Rockwood, 650-628-7323
hrockwood@ea.com

or

EA SPORTS PR
David Tinson, 650-628-5189
dtinson@ea.com

or

EA Corp. Comm. - Europe

Tiffany Steckler, + 41 22 316 1322

tsteckler@ea.com

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