



Canadian Hockey League and EA Announce New Partnership

EA SPORTS NHL 11 to Include All Teams and Players from the WHL, OHL and QMJHL

BRANDON, Manitoba, May 21, 2010 (BUSINESS WIRE) -- The Canadian Hockey League (CHL) in association with Electronic Arts Inc. (NASDAQ: ERTS) today announced a four year agreement that will see the league included in EA SPORTS(TM) NHL (R) products. The three regional leagues that make up the CHL, including the Western Hockey League (WHL), the Ontario Hockey League (OHL) and the Quebec Major Junior Hockey League (QMJHL), will all have their teams and players represented in *EA SPORTS NHL 11* when it becomes available in retail stores this September.

Representing 51 Canadian and nine American teams with players aged 16-20 the CHL is the top development league in the world and the number one provider of talent to the NHL. 47% of all players selected in the 2009 NHL Entry Draft came from CHL teams. The 2010 NHL Entry Draft could mark the fourth straight year where a CHL player is selected first overall, with Tyler Seguin of the Plymouth Whalers and Taylor Hall of the Windsor Spitfires representing the top two ranked players by NHL Central Scouting.

"The CHL is very excited to partner with an industry leader like EA SPORTS to create a brand new way for CHL fans to associate with their favorite CHL teams and players," said David Branch, President, CHL. "This opportunity also provides EA SPORTS fans around the world the ability to learn more about the next wave of NHL stars as they compete in the best development league in the world."

"It's exciting to have the CHL integrated into our game for the first time," said Jordan Edelstein, VP of Marketing, EA SPORTS. "Their inclusion will make *NHL 11* the most definitive and complete hockey experience available."

Four of the last five players to be featured on the cover of EA SPORTS NHL Series games are CHL graduates including Patrick Kane, Dion Phaneuf, Eric Staal and Vincent Lecavalier.

The licensing agreement between EA SPORTS and the CHL allows the following to be included in *NHL 11*:

- Ability to play with all 60 teams that make up the CHL
- Names and Likenesses of players that are on the rosters of a CHL team
- Mastercard Memorial Cup
- CHL new RBK Edge Jersey design in *NHL 11*
- WHL, OHL and QMJHL logos and league structures

The CHL integration in *NHL 11* will tie to several modes in the game, including Be A Pro, Be A GM, Tournament Mode, Season Mode and Playoff Mode.

The EA SPORTS NHL franchise has won 22 Sports Game of the Year awards over the past three years. This year the *NHL 11* franchise begins a new era with gameplay innovations that are set to deliver the most realistic, accurate and exciting representation of NHL hockey to date.

NHL 11 will be available for the PlayStation(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system with an MSRP of \$59.99. It is developed by EA Canada in Burnaby, B.C. The game has not yet been rated by the ESRB or PEGI.

EA SPORTS 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, while *EA SPORTS Active(TM) Personal Trainer* for the Wii is the most critically acclaimed product available for interactive fitness.

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

Fans will have the opportunity to watch Taylor Hall and the Windsor Spitfires compete in the championship final of the 2010 MasterCard Memorial Cup on Sunday May 23, 2010, live at 7:00 pm Eastern on Rogers Sportsnet, RDS, the NHL Network U.S, and on livestream at www.sportsnet.ca. The Spitfires will face the winner between the WHL Champion Calgary Hitmen and the host Brandon Wheat Kings. The QMJHL Champion Moncton Wildcats also competed in the 92nd edition of the prestigious national championship event.

For more information about the 2010 MasterCard Memorial Cup please visit www.mastercardmemorialcup.com.

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™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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 Canadian Hockey League

The Canadian Hockey League is the world's largest development hockey league with 60 teams in nine Canadian provinces and five American states. The CHL is made up of the Ontario Hockey League, Quebec Major Junior Hockey League and Western Hockey League. Last season, more than nine million fans attended CHL games in the regular season, playoffs and at the MasterCard Memorial Cup. The CHL supplies more players to the National Hockey League than any other league. Last season 527 graduates attended Canadian Universities on scholarships from CHL teams. For more information please visit www.chl.ca.

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