



## EA's FIFA Soccer 11 Set to Redefine Player Authenticity

### *All-New Personality+ Enables Players to Behave and Perform as True Individuals*

REDWOOD CITY, Calif., Jun 09, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today revealed that its top-selling\* franchise from EA SPORTS(TM) will redefine player authenticity when *FIFA Soccer 11* launches this Fall on the PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system. [FIFA Soccer 11](#) reinvents player authenticity - on and off the ball - for every player and at every position on the pitch with Personality+, an all-new feature that sees individual abilities reflected in game, enabling clear differentiation for every player.

"Personality+ is the evolution of individual distinctiveness that sees a player's abilities on the pitch mirrored authentically in our game, creating individual personalities in *FIFA Soccer 11*," said Executive Producer Kaz Makita. "We have reached a level of sophistication within our game engine where players in our game will behave and perform as true individuals."

Personality+ distinguishes individual players from one another by utilizing a database that evaluates and grades each player's skill-set over 36 attributes and 57 traits. The EA SPORTS FIFA Soccer franchise utilizes a network of 1,700 scouts, editors and reviewers positioned around the world to evaluate each player, creating one of the world's most comprehensive databases to drive its market-leading soccer engine. Personality+ will be integrated everywhere in-game. Elite players are now empowered to showcase their world class skills. Real Madrid's Kaka will deliver crisp, creative passes, Barcelona's Andres Iniesta will utilize tighter turns and close control to dribble through defenses, Manchester United's Wayne Rooney will hold off defenders and strike shots from distance with pace, and top-flight defenders like Giorgio Chiellini of Juventus will anticipate, predict and react to offensive players to win back possession. New body types and player models will further distinguish each player on the pitch. In addition, goalkeepers have also been injected with Personality+. The real-life personality of the keeper, whether acrobatic or traditional, will dictate his style in game. Dive attributes will determine the keepers with the ability to reach for further shots while reflex attributes determine reaction times, so a keeper like Petr Cech of Chelsea FC will be able to showcase world-class skills.

*FIFA Soccer 11* introduces new Pro Passing where pass accuracy is determined by a gamer's ability on the control pad, and player skill, situation and urgency on the pitch, yielding a deeply rewarding passing system. Poor decisions or over/under striking the ball will mean error-prone outcomes. New types of passes such as swerve passes will enable players to make a safer and more effective play.

Building on *FIFA Soccer 10* gameplay that won 50 sports game of the year awards, *FIFA Soccer 11* continues to listen to its growing legion of EA SPORTS FIFA fans around the world to refine gameplay in ways that matter most to fans. Visit <http://www.facebook.com/easportsfifa> to join the EA SPORTS FIFA group to express feedback directly to game developers and receive exclusive content. New game modes and innovations will be revealed in the coming months along with features on other platforms. Visit [WWW.FIFA.EASPORTS.COM](http://WWW.FIFA.EASPORTS.COM) for more information. Screenshots are available at <http://info.ea.com>.

*FIFA Soccer 11* will be available in stores world-wide this Fall for the PlayStation(R)3, Xbox 360(R), Wii(TM), PC, PlayStation(R) 2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation(R)Portable) system and mobile. It is developed under the EA SPORTS brand by EA Canada in Burnaby, B.C. The game has not yet been rated.

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 ELITE* basketball, *NCAA(R) Football*, *Fight Night* boxing, EA SPORTS MMA, *Tiger Woods PGA TOUR(R)* golf, and *EA SPORTS Active(TM)*.

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.

\*Based on total sales in 2009 according to the NPD.

## 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(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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](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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6321112&lang=en>

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