



EA to Showcase Highly Anticipated Titles for 2010 at E3

Games Feature EA's Multiplatform Leadership with Something for Every Genre of Gamer

REDWOOD CITY, Calif., Jun 10, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today revealed the games it will present at the Electronic Entertainment Expo (E3) at the Los Angeles Convention Center (LACC) June 15-17. This year's lineup features multiplatform games in all genres, including heart-pumping racing and shooters for the hardcore player, action-packed sports games for the loyal sports fan and accessible mobile and casual games for the whole family.

This year's media briefing will feature news and demonstrations from big EA titles such as *Medal of Honor(TM)*, *Need for Speed(TM)*, *Dead Space(TM) 2*, *EA SPORTS Active(TM) 2* and *The Sims(TM) 3* for console; all new properties *EA SPORTS(TM) MMA* and titles from EA Partners, Crytek and Epic. The briefing can be viewed live at www.ea.com/e3 at 2 PM PDT on Monday, June 14.

"This year, EA will go to E3 with a showcase of blockbuster titles - games that combine a great single-player experience with deep online features and support," said EA's COO John Schappert. "There is something for everyone from hardcore to casual players."

Titles which will be previewed in EA's booth (#1601) at the LACC include:

Bulletstorm(TM)

Epic Games, People Can Fly and EA present *Bulletstorm*, a new original intellectual property from the teams behind the award-winning, multimillion-selling *Gears of War*, *Unreal Tournament* and *Painkiller* series of games. *Bulletstorm* delivers a blood symphony of incredible gunplay and carnage on a grand scale in this unique, action-packed, over-the-top first-person shooter. The *Bulletstorm* skillshot system rewards players that "kill with skill" by laying waste to enemies in the most imaginative methods possible. The more insane the skillshot, the more points players collect to upgrade and unlock weapons, which in turn allows them to execute even more inventive moves and exaggerated skillshots. This is creative mayhem at its best.

- Platforms - Xbox 360(R), PlayStation(R)3, PC
- Ship Date - 2011
- ESRB - Rating Pending

Crysis(R) 2

From the award-winning independent developers at Crytek comes *Crysis 2*, the next explosive installment in the critically-acclaimed *Crysis* franchise. In *Crysis 2*, New York is under the attack of a frightening alien species that combines deadly weaponry and exceptional sensory abilities to present gamers with the most challenging opponents ever seen in a first person shooter. Surrounded by catastrophic devastation, players will need to harness and master the power of the Nanosuit, giving them a unique set of superhuman abilities, in order to become the ultimate weapon and save New York.

- Platforms - Xbox 360, PlayStation 3, PC
- Ship Date - Holiday 2010
- ESRB - Rating Pending

Dead Space 2

Visceral Games(TM) award-winning survival horror saga returns. The blood-curdling Necromorph invasion explodes in *Dead Space 2*, the terrifying sequel to the 2008 hit that sent players into deep space on a mission to save humanity. In this chapter,

engineer Isaac Clark takes the action to the enemy, dominating an onslaught of gruesome monsters, beasts and undead creatures that challenge him physically, emotionally and psychologically. Armed with new advanced mining tools, Isaac takes on hundreds of disgusting enemies, makes valued new allies and explores an all-new space installation known as "The Sprawl". All this as Isaac flirts with the possibility of falling into the abyss of his own dementia. The action and horror are more intense than ever as Isaac must do whatever it takes to save himself and defeat the relentless Necromorphs.

- Platforms - Xbox 360, PlayStation 3, PC
- Ship Date - 2011
- ESRB Rating - Rating Pending

EA SPORTS Active 2

EA SPORTS Active 2 is now in development with a new suite of fitness programs launching this fall, featuring an innovative *Total Body Tracking* wireless control system powered by motion sensors in leg and arm straps that will provide complete freedom of motion. Additionally, it will feature a heart rate monitor that provides constant on-screen monitoring, allowing users to capture intensity and optimize performance over time. Users will now also be able to track and share workout data on the new *EA SPORTS Active 2* online hub. *EA SPORTS Active 2* will make working out simple, effective and will go with you wherever you are.

- Platforms - Wii(TM), PlayStation 3, iPhone(TM) & iPod touch(R)
- Street date - Fall, TBA
- ESRB Rating - Rating pending

EA SPORTS MMA

EA SPORTS MMA brings the authenticity of the world's most intense combat sport home like never before. Choose from the world's top fighters or climb the ranks of the worldwide circuit with your created prodigy to become the ultimate mixed martial arts champion. Travel the globe and learn a multitude of fighting techniques and skills from masters in each discipline. Select from various weight classes, rule sets, and take on all challengers in multiple cage types or a ring. The challenge continues online with a robust offering that includes the ability to create custom fighters, prize fights, and more. Are you ready? Let's get it on!

- Platforms - Xbox 360, PlayStation 3, iPhone & iPod touch
- Street date - Late 2010
- ESRB Rating - Rating pending

FIFA Soccer 11

FIFA Soccer 11 reinvents player authenticity - on and off the ball - for every position on the pitch. All-new Personality+ sees individual abilities reflected in game, allowing clear differentiation for every player. 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. Building on the *FIFA Soccer 10* gameplay that won 50 sports game of the year awards, *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. Visit <http://www.facebook.com/easportsfifa> to share and connect with fans all over the world.

- Platforms - PlayStation 3, Xbox 360, Wii, PC, PlayStation 2, Nintendo DS(TM), PSP(R), Mobile
- Ship Date - Fall 2010
- ESRB/PEGI - Rating Pending

Harry Potter and the Deathly Hallows(TM) Part 1 The Videogame

With all the action taking place outside of Hogwarts for the first time, *Harry Potter and the Deathly Hallows - Part 1* represents a shift in tone for the *Harry Potter* games. On the run with a horde of merciless enemies on your tail, you will find yourself in unknown territory, far from the safety of the school grounds, fighting for survival at every turn. You will need to muster your most powerful magic against relentless assaults from all sides. A new game engine built specifically to leverage the technology of HD consoles ensures high definition graphics and intense combat gameplay that will immerse you in the action like never

before. There are no more lessons, no more training. This time the danger is real. It's time to fight for your life!

- Platforms - Xbox 360, PlayStation 3, Wii, Nintendo DS, PC, Mobile
- Street date - Autumn 2010
- ESRB Rating - Pending

HASBRO FAMILY GAME NIGHT 3

Enjoy family fun with your favorite Hasbro game brands at the Family Game Night Theme Park! HASBRO FAMILY GAME NIGHT 3 features five new classic and remixed versions of THE GAME OF LIFE, CLUE, TWISTER, MOUSE TRAP and YAHTZEE HANDS DOWN. Spin the wheel of fate in THE GAME OF LIFE, find out "whodunit" in CLUE, tie yourself in knots with TWISTER, make trigger crazy chain reactions in MOUSE TRAP and try your hand at the YAHTZEE HANDS DOWN card game. Play with your own customized Xbox avatar or Wii Mii, and challenge family and friends in online multiplayer for Xbox 360 and PlayStation 3 while keeping track of your victories on online leaderboards.

- Platforms - Xbox 360, PlayStation 3, Wii
- Street date - October 2010
- ESRB Rating - "E" for Everyone

iPad(TM)

EA Mobile(TM) recently launched best-selling iPad titles will also be showcased at E3 in line at the EA booth. Players can experience a top-quality mobile gaming experience with *BOGGLE*, *SCRABBLE*, *Tetris*, *Need for Speed SHIFT*, *Mirror's Edge (TM)* and *Command & Conquer Red Alert(TM)*, all available for the iPad from the App Store or at www.itunes.com/appstore.

- Platforms - iPad

Madden NFL 11

Madden NFL 11 redefines the way you experience the game of football. SIMPLER: From 350 plays down to 1, the all-new GameFlow system puts you in the helmet of an NFL quarterback to execute an authentic, situational game plan, one play at a time. QUICKER: With 60-minute game times reduced to as little as 30 minutes, spend more time on the field and less in the playbook. FULL games, HALF the time. DEEPER: *Madden NFL 11* is feature-rich including an all-new online innovation, improved animations, more intuitive controls, and *Madden NFL Ultimate Team*...all to the play-by-play of the most exciting voice in sports, Gus Johnson. *Madden NFL 11* is - SIMPLER. QUICKER. DEEPER than ever before.

- Platforms - Xbox 360, PlayStation 3, Wii, PlayStation 2, PSP, iPhone/iPod touch
- Street date - August 10, 2010
- ESRB Rating - "E" for Everyone

Medal of Honor(TM)

Medal of Honor is back with an all-new setting and a new hero. For the first time in the franchise's 11-year history, *Medal of Honor* is leaving the WWII theatre and putting players in war-torn Afghanistan. EA has assembled a powerhouse team at EALA to develop the single-player campaign and is coupling their expertise with the multiplayer know-how at DICE. This fall, *Medal of Honor* will introduce players to the Tier 1 Operator: a relatively unknown entity directly under the National Command Authority who takes on missions no one else can handle. Inspired by real events, *Medal of Honor* reveals the mission of today's most elite American soldier - his will, his mindset and his uncompromising professionalism.

- Platforms - Xbox 360, PlayStation 3, PC
- Ship Date - October 12, 2010 (NA), October 15, 2010 (EU)
- ESRB - Rating Pending

MONOPOLY Streets

Play the world's family favorite game brand in a dynamic 3D world on next-gen consoles as you buy properties, auction with your friends, build hotels and create the ultimate MONOPOLY digital experience! To celebrate the 75th anniversary of everyone's beloved and well-known family game, the world of MONOPOLY comes to life through a living, breathing city that you

can build and own. It has everything fans love about the time-tested Hasbro game, presented as a fully animated street level tour through the eyes of MR. MONOPOLY. Players will be engaged in a head-to-head race to build the greatest city and accumulate the most wealth. Play against friends locally or online and see their Xbox(R) avatars or Mii(TM) populate the world! New features such as property auctions also add unique elements to the classic play. From the economical motels on Baltic Avenue to the luxurious Boardwalk suites, there is excitement around every turn of this re-imagined favorite.

- Platforms - Xbox 360, PlayStation 3, Wii, Nintendo DS
- Ship Date - October 2010
- ESRB Rating - "E" for Everyone

MySims SkyHeroes(TM)

Take to the sky to lead the resistance against Morcubus and his drone army and to stop his plans to take over the skyways! *MySims SkyHeroes* is an all new adventure that brings the thrill and high-speed action of flying to the creative, immersive world of MySims. Go from unknown pilot to celebrated hero as you defeat dangerous enemies in aerial dogfights, test your reflexes in fast-paced speed challenges, and take on massive enemy bosses that demand all your skill as a pilot to survive. As you progress, you build, customize and tune your aircraft to give you an edge in combat. Face Morcubus' drones with an ally in split-screen cooperative gameplay, or take the game online to challenge your friends in fun, competitive 12-player high speed action.

- Platforms - Xbox 360, PlayStation 3, Wii, Nintendo DS
- Ship Date - September 28, 2010
- ESRB Rating - E10+

NBA(R) ELITE 11

NBA ELITE 11 is the new moniker of the long running EA SPORTS NBA videogame franchise. *NBA ELITE 11* will revolutionize the way basketball simulation games are played, with an all-new technology base, a new control scheme and a real-time physics system. Centered on delivering the ultimate control to users, *NBA ELITE 11* will redefine what is expected in a basketball videogame.

- Platforms - PlayStation 3, Xbox 360
- Ship Date - October 2010
- ESRB Rating - Rating Pending

NBA JAM

Boomshakalaka! It's baaaaaaaaaack... *EA SPORTS NBA JAM* revives the classic franchise with vintage *NBA JAM* gameplay, and all-new features that deliver a fresh new take on the game. Featuring the sights and sounds that fans of the franchise will instantly recognize, *EA SPORTS NBA JAM* mixes the old school with the new, to deliver a one-of-a-kind sports presentation on the Wii.

- Platforms - Wii
- Ship Date - October 2010
- ESRB Rating - Rating Pending

NCAA(R) Football 11

With remarkable presentation and gameplay improvements, along with an innovative online-based feature, *NCAA Football 11* delivers the greatest product transformation in the history of the award-winning franchise. *NCAA Football 11* will give players real college offenses that, for the first time ever, reflect the authentic style of all 120 NCAA FBS schools in-game. With striking presentation elements like team-specific pre-game run-outs and ESPN's broadcast graphics package, *NCAA Football 11* recreates the intensity of college football Saturdays, achieving all-new levels of quality in presentation and core gameplay by delivering an experience true to your school and providing 120 ways to win. *NCAA Football* also includes the new Dynasty Wire online feature. With Dynasty Wire, players create stories that recap their Dynasty game, complete with video and photo highlights, then share the news of the victorious triumph or devastating loss by publishing the story through social networking sites for the world to read.

- Platforms - Xbox 360, PlayStation 3, PlayStation 2
- Street Date - July 13, 2010
- ESRB Rating - E for Everyone

NHL(R)11

Celebrating its 20th anniversary, the franchise that captured 22 'Sports Game of the Year' awards, over the past three years, has raised the bar yet again with *NHL 11*. Powered by an all-new Real-Time Physics Engine, and introducing broken sticks, quick dekes and an all-new faceoff system, *NHL 11* lets you create highlight reel moments as you experience the most authentic NHL action yet.

- Platforms - PlayStation 3, Xbox 360
- Ship Date - September 2010
- ESRB Rating - Rating Pending

NHL(R)SLAPSHOT

EA SPORTS is bringing its first ever hockey game to the Wii with *NHL SLAPSHOT*. The game includes the revolutionary *NHL SLAPSHOT* Hockey Stick, a plastic hockey stick that allows you to insert the Wii Remote(TM) and Nunchuk(TM) in and use the device as a hockey stick control, to offer the most accessible and intuitive hockey controls on the Wii.

- Platforms - Wii
- Ship Date - September 2010
- ESRB Rating - Rating Pending

RISK: Factions

Developed by *Magic the Gathering: Duels of the Planeswalkers* studio Stainless Games and featuring cinematics from veteran animation studio Power House Animation, this new take on Hasbro's globally popular game of strategy will offer innovative ways of experiencing the timeless turn-based board game in both objective-based and world conquest modes when it hits Xbox LIVE (R) Arcade on June 23rd for 800MSP. Players will be able to engage as one of five playable factions, each with different strengths, as they wage war on new maps with dynamic terrain in their quest for missile silos in order to strategically dominate the game. *RISK: Factions* features outlandish factions, a unique art style, new gameplay twists and off-beat humor that promises to challenge and captivate both new and seasoned RISK fans on their quest for world domination.

- Platforms -Xbox LIVE Arcade
- Launch Date - June 23, 2010
- ESRB Rating - E 10+

The Sims 3 for console and handheld

Create Sims with unique personalities, fulfill their desires...or not, and control their lives within a living neighborhood in *The Sims 3* for console and handheld this fall. All-new features make it easier than ever to play with life as players can unlock the ultimate "Karma Powers" for instant control and unleash them on their Sims. With Karma Powers, players can help their Sim "get lucky," bless them with "instant beauty" or be deviant and curse them with an "epic fail." Exclusive to the Wii version, players will be able to enjoy an all-new beach town with unique residents, traits, careers and lifetime wishes. Never before seen on Nintendo DS, players can use the stylus to build their Sims' homes, craft their Sims' including facial features, hair styles and clothing, and dictate personalities in the most robust Create a Sim yet for a handheld game.

- Platforms - Xbox 360, PlayStation 3, Wii, Nintendo DS
- Ship Date - October 26, 2010
- ESRB - Pending

The Sims 3 Ambitions

Sims can now experience some of the most exciting and varied jobs ever in *The Sims 3 Ambitions*. For the first time, be in

charge of how your Sims' career progresses and get to decide if they will work for good or evil, pursue creative endeavors or technical affairs, climb to the top quickly or be a slacker. Put out raging infernos as a firefighter, hunt down vengeful spirits as the ghost hunter, invent brilliant and potentially destructive gadgets as an inventor, craft glorious masterpieces as a sculptor, and solve riveting cases by any means necessary as an investigator with dozens of cases to solve and numerous clues to find. Change the look and feel of your Sims' town and the residents by becoming an architect or stylist.

- Platforms - PC, Mac(R), Mobile
- Ship Date - June 1, 2010
- ESRB - T for Teen

Spare Parts

In this new online action adventure from EA Bright Light, players join courageous robots Mar-T and Chip as they find themselves dumped with the trash on a strange planet. Working together in co-op mode, the mechanical duo must find a way to repair their ship and escape the planet before nefarious Lord Krung can dispatch his henchmen to destroy them. Mar-T and Chip will need to collect upgradable action parts to unlock new abilities that will aid them as they battle countless enemies including the evil Krofax, hostile spider monkeys and even a Super Huge Mega Laser! Can our heroes rescue their other stranded robotic friends and unearth all of the spare parts they need to make their escape?

- Platforms - Xbox LIVE Arcade / PlayStation Network
- Launch Date - Winter 2010
- ESRB Rating - Pending

Tiger Woods PGA TOUR(R) 11

Lead your team to glory in *Tiger Woods PGA TOUR 11*! Fight for honor, fight for country in the all-new Ryder Cup Challenge on The Celtic Manor Resort in Wales in 2010, which is the course of this year's Ryder Cup. The Ryder Cup brings together the best American and European golfers in a team competition format, and the cover of *Tiger Woods PGA TOUR 11* is a direct reflection of the tournament - as Tiger Woods denotes the U.S. team and Rory McIlroy represents the Europeans. In addition to The Ryder Cup, gamers will be able to create their own team and take on others in Online Team Play - up to 12 versus 12. In addition, *Tiger Woods PGA TOUR 11* will be supporting the all-new PlayStation Move controller for an authentic golf swing experience. So swing away and hit the links!

- Platforms - Xbox 360, PlayStation 3, Wii, iPhone
- Street date - June 8, 2010 (NA), July 2, 2010 (WW)
- ESRB Rating - "E" for Everyone

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. 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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