



## EA SPORTS Active 2 In Development for Kinect For Xbox 360

### ***New Platform to Complement Full Suite of Innovative Fitness Programs***

REDWOOD CITY, Calif., Jun 14, 2010 (BUSINESS WIRE) -- Today, [EA SPORTS](#)(TM), a label of Electronic Arts Inc. (NASDAQ: ERTS), announced that [EA SPORTS Active\(TM\) 2](#) is in development for Kinect(TM) for Xbox 360(R) video game and entertainment system from Microsoft. It will be available in North America on November 16<sup>th</sup> along with the previously announced PlayStation(R)3, Wii(TM), iPhone(R) and iPod touch(R) platforms. The *EA SPORTS Active 2* console-based fitness programs will deliver true fitness results with an innovative heart rate monitor, wireless tracking, as well as a new online hub to track and share workout data. *EA SPORTS Active 2* will deliver a fitness experience that achieves authentic, measurable results, wherever you are.

"Delivering *EA SPORTS Active 2* on Kinect for Xbox 360 is a natural fit for fitness and the ability to track full body movement will create a fluid workout experience that delivers real results," says Andrew Wilson, Senior Vice President, Worldwide Development, EA SPORTS. "It is the perfect complement to our *EA SPORTS Active* suite of fitness products and is indicative of our commitment to deliver new experiences for new audiences. We're excited to expand on the top rated fitness franchise on the market."

Kinect for Xbox 360 tracks full body movement with true 1:1 motion that will register exercises never before possible and create seamless workout experiences, without ever having to use a controller. Users will have complete freedom of motion for a deeper, more effective workout, similar to the experience of the *EA SPORTS Active 2 Total Body Tracking* system on the PlayStation 3 and Wii that uses wireless motion sensors in leg and arm straps. Unique to Kinect for Xbox 360, users will have the ability to navigate workouts with voice and gesture recognition, which allows for a seamless, fluid workout experience. Included in the packaging is the innovative *EA SPORTS Active* heart rate monitor that provides constant on-screen monitoring, allowing users to capture intensity and optimize performance over time. Additionally, along with the PlayStation 3, users will also have the ability to download new workouts and exercises to their Xbox 360 console through Xbox LIVE(R) online entertainment network to keep their workouts fresh and maintain motivation\*.

*EA SPORTS Active* is currently the number one rated interactive fitness program for the Wii on the market\*\* and recently proven to be an effective workout as measured against the American College for Sports Medicine (ACSM) guidelines. *EA SPORTS Active* focuses on improving muscular strength, endurance and flexibility, as well as improving cardio, which can help achieve fitness goals including building muscle, increase energy levels and weight loss. *EA SPORTS Active 2* products will offer the same, high-quality exercise experience with over 70 new exercises and fitness activities including exercises not possible before the *Total Body Tracking* wireless control system. *EA SPORTS Active 2* provides total body conditioning using progressive exercise in new programs. A 9-week program provides a fitness roadmap to help keep users motivated and on track of their fitness goals. Additional mini-programs will also be available to add on, keeping workouts fresh and inspiring. The *EA SPORTS Active* built-in personal trainer will walk users through their workout and provide continued encouragement with feedback to ensure an optimal workout experience.

*EA SPORTS Active 2* is in development at EA Canada in Vancouver. It has not yet been rated by the ESRB or PEGI; visit [www.esrb.org](http://www.esrb.org) and [www.pegi.info](http://www.pegi.info) for updated rating information. *EA SPORTS Active 2* has an MRSP of \$99.95. For more information please visit [www.easportsactive.com](http://www.easportsactive.com). Media can find photos of the product mentioned here 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 videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *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.

\* Internet connection and EA account required

\*\* According to Metacritic.com, June, 2010

## 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>.

This product is not a medical device and not intended to affect the structure or function of the human body beyond such affects normally associated with general fitness equipment and is not intended for use in the diagnosis, cure, mitigation, treatment, or prevention of any disease.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6327129&lang=en>

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