



Let's Get Ready to Rumble! EA to Redefine the Sports Gaming Experience with *Fight Night Champion*

REDWOOD CITY, Calif., Jul 20, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that EA SPORTS(TM) is developing the latest iteration of the long-running *Fight Night* franchise, entitled *Fight Night Champion*, at EA Canada in Vancouver. *Fight Night Champion* will set a new standard in sports videogames by delivering the most dynamic simulation fighting experience to date, pushing visual boundaries and redefining the single player journey for the category.

"The *EA SPORTS Fight Night* franchise has consistently delivered one of the best sports experiences with each iteration", said Andrew Wilson, Senior Vice President, Worldwide Development, EA SPORTS. "*EA SPORTS Fight Night Round 4* was a genre defining game, and led the way as the industry transitioned to physics-based sports games. *EA SPORTS Fight Night Champion* will again forge new ground and deliver a sports experience unlike anything seen in the genre to date."

Fight Night Champion will break the mold of what is expected in a single-player sports game. Players will be introduced to an entirely new way to step between the ropes and experience the drama, emotion, excitement and tragedy of world championship boxing.

Featuring a refined physics-based animation system that incorporates improved locomotion, punching and stamina mechanics, *Fight Night Champion* will enable users to move, attack and dodge with the speed and power of the best champions, contenders and pretenders in the world of boxing. In addition, an all-new control scheme, dubbed Full Spectrum Punch Control, will deliver the most realistic punching system ever seen in a simulation fighting game, while still delivering an accessible experience that will make *Fight Night Champion* the most user-friendly title in the franchise's history.

Fight Night Champion will set a new standard for visual presentation with the most realistic boxer-likeness to date, fluid animations and damage that truly conveys the brutality of the sport of boxing.

Fight Night Champion will be available for the Xbox 360(TM) videogame and entertainment system and the PlayStation(R)3 computer entertainment system and ships to retailers in 2011. 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 ELITE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR(R)* golf and *EA SPORTS Active*.

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

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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