



EA SPORTS Kicks Off NFL Training Camp Season With the Announcement of EA SPORTS Active NFL Training Camp

Train like the Pros in a New Football-Based Training Program from EA SPORTS

REDWOOD CITY, Calif., Jul 20, 2010 (BUSINESS WIRE) -- Today, [EA SPORTS](#)(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced the development of [EA SPORTS Active NFL Training Camp](#) for the Wii(TM), a football-based training program that put users right into the football drills and conditioning workouts of an NFL training camp. Developed in collaboration with NFL strength and conditioning coaches, users will experience the thrill of competition while challenging friends and family in authentic NFL football drills. *EA SPORTS Active NFL Training Camp* with *Total Body Tracking* uses the included heart rate monitor and wireless motion tracking to provide a challenging workout and help deliver measurable results. It will link to the *EA SPORTS Active* online hub where users can share training results and challenge others to beat their personal best, as well as track progress toward specific fitness goals.* *EA SPORTS Active NFL Training Camp* brings the real NFL training camp experience right into the living room, and will be available at retailers on November 16.

"*EA SPORTS Active NFL Training Camp* delivers an authentic NFL experience that is fun and engaging, while providing a challenging workout," says Andrew Wilson, Senior Vice President, Worldwide Development, EA SPORTS. "It exemplifies our commitment to both NFL football and the fitness space, as well as delivering new experiences for new audiences."

EA SPORTS Active NFL Training Camp includes over 70 drills and challenges designed to improve strength, power and conditioning, as well as reaction skills, agility and first step quickness, which are key areas NFL players focus on. Users can choose their favorite team, step into a stadium and train alongside their favorite players.

The *EA SPORTS Active NFL Training Camp* virtual coach will encourage users through the drills and challenges for additional motivation, and to take it to the next level, users can participate in the NFL Combine 60 Day Challenge. To enhance the competitive experience, users can get their game on in multi-player mode where they can go head-to-head in NFL training camp drills, including the QB Window Challenge and Field Goal Challenge, or with an online connected console, users can compare personal stats with friends and challenge them to beat their best results. In addition, as part of the NFL's commitment to youth health and fitness, kids and families can choose special NFL Play 60 drills and exercises specially designed for them.

"We're excited to be collaborating with EA SPORTS on the development of *EA SPORTS Active NFL Training Camp*," says Ray Anderson, NFL Executive Vice President of Football Operations. "*EA SPORTS Active NFL Training Camp* delivers a fantastic new and authentic experience for NFL fans, allowing them to train like the pros and compete against their friends, family, and other fans across the globe."

EA SPORTS Active NFL Training Camp joins the *EA SPORTS Active 2* suite of interactive fitness products that focus on improving muscular strength, endurance and flexibility, as well as improving cardio. *EA SPORTS Active 2* is in development for a number of platforms including the PlayStation(R)3 computer entertainment system, Kinect(TM) for Xbox 360(R) video game and entertainment system from Microsoft, Wii and iPod touch(R).

EA SPORTS Active NFL Training Camp is in development at EA Canada in Vancouver. It has not yet been rated by the ESRB; visit www.esrb.org for updated rating information. *EA SPORTS Active NFL Training Camp* has an MRSP of \$99.95. For more information please visit www.easportsactive.com. Media can find photos of the product mentioned here at <http://info.ea.com>.

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.

** Internet connection and EA account required.*

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>.

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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