



## **EA SPORTS Names Kaka Global Cover Athlete for FIFA Soccer 11**

### ***Real Madrid Midfielder Among 17 FIFA 11 Cover Athletes To Be Revealed***

REDWOOD CITY, Calif., Aug 05, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Real Madrid midfielder Kaka has been chosen for the cover of EA SPORTS™ *FIFA Soccer 11*. The 28-year-old Brazilian soccer hero will be the center-piece of global advertising, marketing and promotional campaigns for the most popular\* sports videogame in the world. Kaka is part of an iconic group of 17 stars who will adorn *FIFA Soccer 11* worldwide. Kaka will be accompanied by stars from other teams in other countries in territory specific packaging when *FIFA Soccer 11* is available in stores September 28 in North America and October 1 in Europe and Asia.

Ricardo Izecson dos Santos Leite, or better known as Kaka, is one of the finest soccer players of this generation, having won the Golden Ball and FIFA World Player of the Year awards in 2007. During the 2009-2010 season, Kaka scored 8 goals in 22 appearances for Real Madrid.

"I've always been a fan of EA SPORTS and especially the FIFA series," said Kaka. "Being on the *FIFA Soccer 11* cover is a great honor for me since very few players have this opportunity, and there have been some great players featured on the cover of this truly amazing videogame."

Kaka started his professional career at the age 15 for Sao Paulo FC. In 2003 he joined A.C. Milan before signing with Real Madrid in 2009. With 133 career goals in 372 appearances and a member of the Brazilian 2002 FIFA World Cup™ winning squad, Kaka has secured his place as one of the best and most skillful midfielders to ever play the game.

"Kaka brings passion, imagination and individual flair to the game every time on the pitch," said Matt Bilbey, Vice President of Soccer, EA SPORTS. "He perfectly illustrates a new feature in *FIFA Soccer 11* called Personality+ that sees a player's individual ability reflected in game, enabling clear differentiation for every player. With Kaka's visionary style of soccer he's always one step ahead of the opposition, moving into space with an often subtle change of pace and delivering crisp, creative one-touch passes and catching the goalkeepers off guard with strikes often from distance on either foot. His play is unlike any other player in our game and you will feel individual differences like this in each player, in every match."

Building on *FIFA Soccer 10* gameplay that won 50 sports game of the year awards, *FIFA Soccer 11* reinvents player authenticity - on and off the ball - for every position on the pitch with Personality+, and 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. Plus, experience true freedom in man-to-man interactions with 360° Fight for Possession that transforms physical play from just lateral jostling to full 360° collisions.

Visit <http://www.facebook.com/easportsfifa> to join the EA SPORTS FIFA Facebook group or visit [WWW.FIFA.EASPORTS.COM](http://WWW.FIFA.EASPORTS.COM) for more information about the game. New game modes and innovations will be revealed later this month. Screenshots are available at <http://info.ea.com>.

*FIFA Soccer 11* will be available for the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system, Wii(TM), PC, PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation(R) Portable) system and mobile. It will be available on the Wii in North America on Oct. 4. *FIFA Soccer 11* 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*.

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=6387012&lang=en>

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