



## EA SPORTS Announces The NHL SLAPSHOT Wayne Gretzky Challenge

REDWOOD CITY, Calif., Aug 11, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that EA SPORTS(TM) will give one lucky fan, and their family, an opportunity to meet the *NHL(R) SLAPSHOT* cover athlete, Wayne Gretzky. Dubbed The Wayne Gretzky Challenge\*, the contest will ask hockey fans to submit either a video or photo submission that showcases their passion for the sport of hockey for a chance to meet the Great One at the NHL SLAPSHOT launch event in September.

Participants will be asked to submit their videos and photos through the contest tab at <http://www.facebook.com/EASPORTSNHL>. The top 10 finalists, as chosen by the *EA SPORTS NHL SLAPSHOT* team, will have their submissions hosted on the EA SPORTS NHL Facebook page, with public votes determining the eventual winner.

### Contest Schedule:

August 8 - Contest submissions open at <http://www.facebook.com/EASPORTSNHL>

August 19 - Contest submissions close

August 23 - 10 Finalists revealed

August 23 - Fan voting begins

August 26 - Winner announced

*NHL SLAPSHOT* introduces a revolutionary hockey stick accessory that allows players to shoot, pass and body check just like the pros. In addition to having his likeness on the front of all packaging, Gretzky will be available as a playable character in the game when *NHL SLAPSHOT* is available in retail stores on September 7, 2010.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, 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* 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, fantasy leagues and game communities, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

### **\*NO PURCHASE NECESSARY**

Void where prohibited.

Eligibility restrictions apply.

Contest starts August 8, 2010 and ends August 26, 2010.

Complete Contest rules can be found at: <http://www.facebook.com/EASPORTSNHL>

### **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=6393412&lang=en>

SOURCE: Electronic Arts Inc.

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