



Landon Donovan Named Cover Athlete for EA SPORTS FIFA Soccer 11

LA Galaxy Star Joins Real Madrid's Kaka and Arsenal's Carlos Vela on Cover

REDWOOD CITY, Calif., Aug 11, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that Los Angeles Galaxy star Landon Donovan has been chosen for the cover of EA SPORTS™ *FIFA Soccer 11*. The 28-year-old American soccer hero will join Real Madrid's Kaka and Arsenal's Carlos Vela on the front cover of *FIFA Soccer 11* in the United States and Canada when it is available in retail stores September 28.

Donovan started for the U.S. Men's National Team at the 2010 FIFA World Cup South Africa™, scoring three goals in four matches, including a thrilling injury time goal in a 1-0 win over Algeria, leading the USA to win their group for the first time since 1930. Donovan also enjoyed an outstanding 2009 campaign, winning Major League Soccer's Most Valuable Player award for the first time and MLS Goal of the Year 2009 while leading the Galaxy to the MLS Cup. This season Donovan has scored 5 goals and 11 assists in 13 games for LA.

Donovan is appearing on the cover of the most popular* sports video game franchise in the world for the third time. He was also on the cover of *FIFA Soccer 2003* and *FIFA Soccer 07* in North America. This is the first appearance for Kaka and Vela.

"Landon is the most recognizable, popular and accomplished soccer player in the United States and he was at his best with the world watching during the 2010 FIFA World Cup(TM)," said Matt Bilbey, Vice President of Soccer, EA SPORTS. "After his FIFA World Cup(TM) performance and the season he had with the Galaxy last year we felt he belonged back on the cover of *FIFA Soccer 11*."

Vela, an attacking forward, played on Mexico's national team that advanced to the round of 16 at the 2010 FIFA World Cup™. He scored two goals and two assists in 20 appearances last season with Arsenal. Ricardo Izecson dos Santos Leite, or better known as Kaka, is one of the finest football 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.

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. All-new Personality+ sees individual abilities reflected in game, allowing clear differentiation for every player. *FIFA 11* also 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, and 360° Fight For Possession, which delivers true freedom in man-to-man interactions, transforming physical play from individual lateral jostling to full 360° collisions involving multiple players.

Visit <http://www.facebook.com/easportsfifa> to join the EA SPORTS FIFA group and WWW.FIFA.EASPORTS.COM for more information about the game. Screenshots are available at <http://info.ea.com>.

FIFA Soccer 11 will be available in stores on September 28 for the PlayStation(R)3 computer entertainment system, Xbox 360 (R) videogame and entertainment system, PC, PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation(R)Portable) system and iPhone(R). It will be available on October 4 for Wii(TM). *FIFA Soccer 11* is developed under the EA SPORTS brand by EA Canada in Burnaby, B.C. The game has not yet been rated by the ESRB.

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 experiences that ignite the emotions of sport 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* and *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.

*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. 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=6393410&lang=en>

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