



David Beckham Named Brand Ambassador for EA SPORTS Active 2

Global Icon to Endorse New Interactive Fitness Program in Europe and Australia

GENEVA, Aug 17, 2010 (BUSINESS WIRE) -- Today, [EA SPORTS](#)(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced the signing of global football superstar David Beckham as brand ambassador for [EA SPORTS Active 2](#), an innovative line of interactive fitness products that feature personalized, customizable workouts. Beckham will act as the franchise spokesperson and will be featured in advertising and retail material across Europe and Australia. *EA SPORTS Active 2* focuses on improving muscular strength, endurance and flexibility, as well as improving cardio; it will combine a heart rate monitor and motion tracking data to deliver a fitness experience that achieves authentic, measurable results. *EA SPORTS Active 2* will be available on Kinect(TM) for Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3, Wii(TM), iPhone(R) and iPod touch(R) in Europe and Australia on November 19.

"David has always worked hard to stay in excellent shape and has inspired people around the world to make fitness a priority," says Jens Uwe Intat, Senior Vice President & GM of European Publishing, EA. "We're excited about this collaboration with David as the high value he places on fitness makes him a perfect fit for *EA SPORTS Active 2*. We are looking forward to working with him to motivate people everywhere to get active."

"EA SPORTS Active is impressive and includes many elements that I have seen throughout my football career," says David Beckham. "I'm excited to collaborate with EA SPORTS who have a great track record in developing authentic and credible sports products and games over the years."

EA SPORTS Active 2 will ship with the *Total Body Tracking* system that combines a heart rate monitor and motion tracking data to ensure a workout with accurate tracking and measurable results. Using heart rate data that is displayed on-screen throughout the workout, users will be able to capture the intensity of their workout, allowing them to optimize their performance and reach their fitness goals quicker. Additionally, users will now also be able to track both their workout and heart rate data on the new *EA SPORTS Active 2* online* hub; allowing users to track their progress over time and stay motivated. Motion tracking data will provide complete freedom of motion for a deeper workout experience. *EA SPORTS Active 2* will make working out simple, effective and will go with you wherever you are.

EA SPORTS Active is currently the number one rated interactive fitness program for the Wii on the market**. *EA SPORTS Active 2* is in development at EA Canada in Vancouver and is rated "E" by the ESRB, "0" by USK and "3" by PEGI, it has an MRSP of EUR 99, £79, \$99.95 USD and \$149 AUD. For more information please visit www.easportsactive.com. Media can find photos of the product mentioned here at <http://info.ea.com>.

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.

* Internet connection and EA account required

** According to Metacritic.com, August, 2010

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 effects 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6399103&lang=en>

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