



## EA SPORTS FIFA Soccer 11 Demo Available Now!

### ***International Lineup of 17 FIFA Soccer 11 Cover Athletes Unveiled***

REDWOOD CITY, Calif., Sep 15, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that a fully playable demo of EA SPORTS(TM) *FIFA Soccer 11* is available to download beginning today for the PlayStation(R)3 computer entertainment system at the PLAYSTATION Store, for the Xbox 360(R) videogame and entertainment system by Xbox Live Gold Members from Xbox Live Marketplace, and for PC at [WWW.FIFA.EASPORTS.COM](http://WWW.FIFA.EASPORTS.COM). Xbox Live Silver Members will have access to the demo from Sept. 23.

Play as Chelsea, Barcelona, Real Madrid, Juventus, Bayer Leverkusen and Olympique Lyonnais and experience how *FIFA Soccer 11* reinvents player authenticity-on and off the ball-with all-new Personality+. Individual abilities are now reflected in-game, allowing clear differentiation for every player on the pitch. Plus, experience true freedom in man-to-man interactions with 360° Fight for Possession that transforms physical play from lateral jostling to full 360° collisions and 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. The *FIFA Soccer 11* demo features an exhibition match with 3 minute halves in Real Madrid's home stadium, Estadio Santiago Bernabeu, and users will be able to upload created in-game videos to EA SPORTS Football World. Fans who go to Facebook (R) to play [EA SPORTS FIFA Superstars](#) and complete achievements will receive exclusive access to Arsenal and Emirates Stadium to play in the *FIFA Soccer 11* demo.

EA SPORTS today also unveiled its global lineup of international stars that will adorn *FIFA Soccer 11* packaging and be integrated into marketing and advertising campaigns around the world. *FIFA Soccer 11* will be localized into 18 languages and available in 51 countries. Led by the 28-year-old Brazilian, Kaka, the 17 global superstars hail from 15 countries, represent 14 different teams and play in 9 international leagues, an ideal match for the World's best-selling\* sports videogame. With 2 FIFA World Cup(TM) titles, 5 Champions League titles, 32 national championships and 1 European title, EA SPORTS presents the strongest team of cover athletes it has ever assembled for its FIFA Soccer franchise.

"It is a great honor to unite so many exceptional players on the *FIFA Soccer 11* team of cover athletes," said Matt Bilbey, Vice President of Soccer, EA SPORTS. "This mix of superstars from all over the world, each with their own unique style and passion for the game, and their different kind of amazing playing styles perfectly represents what *FIFA Soccer 11* stands for - a true authentic and global game of unprecedented quality."

#### **FIFA Soccer 11 Player Line Up:**

<b>Talent</b>	<b>Nationality</b>	<b>Team</b>
KAKA	Brazilian	Real Madrid
WAYNE ROONEY	English	Manchester United
PETR CECH	Czech	Chelsea
KARIM BENZEMA	French	Real Madrid
HUGO LLORIS	French	Olympique Lyonnais
MESUT OEZIL	German	Real Madrid
RENE ADLER	German	Bayer Leverkusen
GIORGIO CHIellini	Italian	Juventus
ANDRES INIESTA	Spanish	FC Barcelona
TIM CAHILL	Australian	Everton
BALASZ DZSUDZSAK	Hungarian	PSV Eindhoven
RICARDO CARVALHO	Portuguese	Real Madrid

SERGEI SEMAK	Russian	Zenit St. Petersburg
VALENTIN STOCKER	Swiss	FC Basel
CARLOS VELA	Mexican	Arsenal
LANDON DONOVAN	American	LA Galaxy
JAKUB BLASZCZYKOWSKI	Polish	Borussia Dortmund

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. Screenshots are available at <http://info.ea.com>.

*FIFA Soccer 11* will be available in stores September 28 in North America and October 1 in Europe and Asia for the PlayStation3, Xbox 360, Wii(TM), PC, PlayStation(R)2 computer entertainment system, Nintendo DS(TM), PSP(R) (PlayStation (R)Portable) system and iPhone. 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 is rated "E" for Everyone by the ESRB and 3+ by PEGI in Europe.

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.

#### **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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\*Based on total sales in 2009 according to the NPD.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6430365&lang=en>

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