



EA SPORTS FIFA Soccer 11 in Stores Now Throughout North America, Available in Europe and Asia Beginning September 30

My Live Season Premium Service Available Sept. 29

REDWOOD CITY, Calif., Sep 28, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS(TM) [FIFA Soccer 11](#) is available in stores throughout North America today and will launch across Europe and Asia beginning Sept. 30. Localized into 18 languages and available in 51 countries, *FIFA Soccer 11* is the most popular^ sports videogame in the world. It will be available for the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system, Wii(TM), PC, Nintendo DS(TM), PlayStation(R)2, PSP(R) (PlayStation(R)Portable), iPhone(R) and iPod (R) touch. *FIFA Soccer 11* for Wii will be available throughout North America beginning Oct. 4 and on Nintendo DS throughout Europe and Asia on Oct. 8.

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, players will 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.

My Live Season premium service for *FIFA Soccer 11* on Xbox 360 and PlayStation 3, which enables subscribers to feel the weekly pulse of soccer with dynamic updates of real-world information, will be available beginning Sept. 29. The My Live Season premium service will feature weekly updates of player form, transfers, injuries, suspensions, fixtures, results and league standings for Barclay's Premier League, La Liga BBVA, Ligue 1, Bundesliga, and Serie A. My Live Season is valued at \$4.99 for the ongoing season on PlayStation Network and 400 points on Xbox Live Marketplace for each individual league. A package of all leagues is available for \$9.99 for the ongoing season on PlayStation Network and 800 points on Xbox Live Marketplace.

FIFA Soccer 11 will feature Online Pass*, a one-time use registration code with each Xbox 360 and PlayStation 3 copy sold new at retail which allows access to online services and features.

Visit <http://www.facebook.com/easportsfifa> to join the EA SPORTS FIFA Facebook group or visit <http://www.ea.com/soccer/> for more information about the game. Screenshots are available at <http://info.ea.com>. 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 to connect, share and compete.

^Based on total sales in 2009 according to the NPD.

* Restrictions and conditions apply. Please visit www.ea.com for more information.

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=6446266&lang=en>

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