



Goal! EA Mobile Scores with FIFA Soccer 11 for iPhone and iPod touch

EA's FIFA Soccer 11 Now Live in the App Store

REDWOOD CITY, Calif., Sep 30, 2010 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS) and the world's leading mobile games publisher, announced the availability of EA SPORTS(TM) *FIFA Soccer 11* in the App Store(TM). The popular soccer franchise features over 30 officially licensed leagues, 35 authentic stadiums, 500 licensed teams and more than 15,000 players from around the world for thunderous matches on the iPhone and iPod touch.

"With *FIFA Soccer 11* for iPod touch and iPhone, we have tapped into what makes this game so universally loved delivering an engaging and genuine soccer experience for fans and casual players alike," said Travis Boatman, Vice President of Worldwide Studios for EA Mobile. "With the latest release of *FIFA*, we've unlocked the horsepower of these new devices, stepped forward the expectation of what can be achieved and delivered the best footy experience out there."

FIFA Soccer 11 features new dual control options providing gameplay sophistication for veterans and simplicity for casual players. The game features unprecedented ball-control and fluid animations with 360° player movement while gesture-driven skill moves dazzle the opposing team with defense-splitting passes, rifling shots, penalty kicks and pro-style tricks.

Players can also pick between two modes, either electing to play as their favorite team and battle the entire league or trying their luck in a tournament knockout. *FIFA Soccer 11* features officially licensed teams and the world's best players enabling gamers to play with their favorite superstars including Real Madrid's Kaká and Manchester United's Wayne Rooney.

FIFA Soccer 11 is available today from the App Store for iPhone 4, iPhone 3GS and iPod touch at www.itunes.com/appstore/. Assets and additional press information can be found at <http://info.ea.com>.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming, and has been a definitive player with the rise of Apple devices as gaming platforms. Popular games include *SCRABBLE*, *Tetris*, *MONOPOLY* and *BATTLESHIP*, which have consistently ranked among top sellers and, in 2009, *The Sims(R) 3* was the #1 best-selling game on the App Store. For more information about EA Mobile, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile.

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*.

About EA Mobile

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled (R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including *MONOPOLY*, *YAHTZEE* and *SCRABBLE* (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including *Madden NFL Football*, *FIFA Soccer* and *NASCAR(R)*. EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(R), iPad(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.com.

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=6450611&lang=en>

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