



He's on Fire! Critically Acclaimed EA SPORTS NBA JAM in Stores Now

REDWOOD CITY, Calif., Oct 05, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS(TM) *NBA JAM* is now available in stores worldwide. Available for the Wii(TM), *EA SPORTS NBA JAM* is a revival of one of the most popular and culturally influential arcade basketball games ever made. *EA SPORTS NBA JAM* delivers vintage *NBA JAM* gameplay, combined with all-new features that deliver a fresh new take on the classic game.

"We are really excited about the launch of *NBA JAM*," says Peter Moore, president, EA SPORTS. "This is one of the most anticipated games of the year, and judging by the overwhelmingly positive reactions of the people who have played it, as well as the great critical acclaim it has already earned, *NBA JAM* is on fire."

With two distinct game modes: Classic Campaign and Remix Tour, *EA SPORTS NBA JAM* offers something for everyone. In Classic Campaign, players can take a trip down memory lane, individually or cooperatively with a friend, as they play through all the teams in the NBA in a worst to first ladder tournament. In Remix Tour, players will be faced with a new twist on the traditional *NBA JAM* experience. From boss battles against some of the NBA's greatest legends, to half-court game modes with distinct challenges and winning conditions, players will be taken through an *NBA JAM* experience that, while completely unique to the basketball videogame genre, is classic arcade hoops at its best.

EA SPORTS NBA JAM was developed by EA Canada in Burnaby, B.C. The game has been rated E for Everyone. In addition to the Wii version, *EA SPORTS NBA JAM* will be available as a standalone product for the Xbox 360(R) videogame and entertainment system and the PlayStation(R)3 computer entertainment system in time for the holidays.

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*, *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.

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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