



EA SPORTS and Susan G. Komen for the Cure(R) Team up to Support the Fight against Breast Cancer

Specially marked EA SPORTS titles available throughout the month of October

REDWOOD CITY, Calif., Oct 07, 2010 (BUSINESS WIRE) -- [Electronic Arts Inc.](#), (NASDAQ:ERTS) announced today a promotion with Susan G. Komen for the Cure(R) in support of National Breast Cancer Awareness Month through specially marked **EA SPORTS(TM)** games during the month of October. Starting in early October, select Best Buy store locations will have available for sale EA SPORTS video game titles featuring the Komen Running Ribbon logo to acknowledge the \$100,000 dollar donation from EA SPORTS.

"This year marks the third year of commitment on behalf of EA SPORTS in continuing to create awareness in the fight against breast cancer," said Christopher Erb, EA SPORTS Senior Director of Partnership Marketing. "EA is honored to work with Susan G. Komen for the Cure to spread awareness and to give EA SPORTS consumers an opportunity to participate in finding the cures."

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.5 billion invested to date.

"Over the past 30 years, significant advancements have been made in the fight against breast cancer," said Katrina McGhee, Senior Vice President and Chief Marketing Officer for Komen for the Cure. "Without partners like EA SPORTS, Komen wouldn't have been able to pay for half a million breast screenings for women last year. Together, we are literally saving lives."

Best Buy, the exclusive retail partner for the EA SPORTS and Komen for the Cure promotion, will have the limited edition video game packages in select stores throughout the month of October. EA SPORTS titles marked with the Komen Running Ribbon logo will include *FIFA Soccer 11*, *NCAA Football 11*, *NHL 11* for the PlayStation(R)3 computer entertainment system and Xbox 360(R) videogame and entertainment system *and will be featured on Madden NFL 11 and Tiger Woods PGA TOUR(R) 11* across the PlayStation 3 system, Xbox 360 and Wii(TM) gaming consoles.

To view select EA SPORTS titles cover art featuring the Komen Running Ribbon logo please visit: 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 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.

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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About Susan G. Komen for the Cure(R)

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure(R), they have invested more than \$1.5 billion to fulfill their promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

SOURCE: Electronic Arts Inc.

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