



CORRECTING and REPLACING PHOTO Venus Williams Named Brand Ambassador for EA SPORTS Active 2

Tennis Icon Gets Hearts Pumping with New Interactive Fitness Program in North America

REDWOOD CITY, Calif., Oct 12, 2010 (BUSINESS WIRE) -- Please replace the photo with the accompanying corrected photo.

The release reads:

VENUS WILLIAMS NAMED BRAND AMBASSADOR FOR EA SPORTS ACTIVE 2

Tennis Icon Gets Hearts Pumping with New Interactive Fitness Program in North America

Today, [EA SPORTS](#)(TM), a label of Electronic Arts Inc. (NASDAQ:ERTS), announced the signing of global tennis superstar Venus Williams as North American brand ambassador for [EA SPORTS Active 2](#), an innovative line of interactive fitness products that feature personalized, customizable workouts. Williams will act as the franchise spokesperson and will join the EA SPORTS Active family along with David Beckham, who was recently named brand ambassador in Europe and Australia. *EA SPORTS Active 2* focuses on improving muscular strength, endurance and flexibility, while providing an intense cardio workout; it will combine a heart rate monitor and wireless motion tracking data to deliver a fitness experience that achieves authentic, measurable results. *EA SPORTS Active 2* will be available on Kinect(TM) for Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 and Wii(TM), in North America on November 16 as well as iPhone(R) and iPod touch(R) at a later date.

"Venus is one of the most recognizable, popular and accomplished tennis players in the world; her success can be attributed to both her talent as well as her dedication to fitness," says Jon Slavet, EA SPORTS Active Vice President, Product Strategy. "Her commitment to healthy living and ability to inspire others makes her a natural fit for EA SPORTS Active 2."

On the court Williams has achieved great success since she turned pro at the age of 14 with 41 career titles, including seven Grand Slam Titles as well as three Olympic Gold medals. In July 2008 Venus won her fifth Wimbledon(R) singles title and joins Martina Navratilova and Steffi Graf as the only ladies in the Open-era to have won five or more Championships. She is currently ranked third in the world.

"What I love about EA SPORTS Active is that it offers a variety of workouts that are both challenging and fun, which is important to keep me motivated," says Venus Williams. "I'm excited to be working with EA SPORTS to show others that you can be active and reach your fitness goals while having fun at the same time."

EA SPORTS Active 2 will ship with the *Total Body Tracking* system that combines a heart rate monitor and motion tracking data to ensure a workout with accurate tracking and measurable results. Using heart rate data that is displayed on-screen throughout the workout, users will be able to capture the intensity of their workout, allowing them to optimize their performance and reach their fitness goals quicker. Additionally, users will now also be able to track both their workout and heart rate data on the new *EA SPORTS Active 2* online* hub; allowing users to track their progress over time and stay motivated. Wireless motion tracking peripherals will provide complete freedom of motion for a deeper workout experience. *EA SPORTS Active 2* will make working out simple, effective and will go with you wherever you are.

EA SPORTS Active is currently the number one rated interactive fitness program for the Wii on the market**. *EA SPORTS Active 2* is in development at EA Canada in Vancouver and is rated "E" by the ESRB and "3" by PEGI, it has an MRSP of \$99.95. For more information please visit www.easportsactive.com. Media can find photos of the product mentioned here at <http://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

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.

** Internet connection and EA account required*

*** According to Metacritic.com, September, 2010*

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>.

This product is not a medical device and not intended to affect the structure or function of the human body beyond such affects normally associated with general fitness equipment and is not intended for use in the diagnosis, cure, mitigation, treatment, or prevention of any disease.

EA, EA SPORTS, EA SPORTS Active, EA Mobile and POGO are trademarks of Electronic Arts Inc. All NFL-related trademarks are trademarks of the National Football League. PlayStation is a registered trademark of Sony Computer Entertainment Inc. Xbox, Xbox 360 and Kinect for Xbox 360 are trademarks of the Microsoft group of companies. Wii is a trademark of Nintendo. iPhone and iPod touch are a trademark of Apple Inc., registered in the U.S. and other countries. John Madden, NHL, NBA, NCAA, Tiger Woods and PGA TOUR are trademarks of their respective owners and used with permission. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6463617&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Lisa Bruce, 604-456-3179 (PR Manager)

lbruce@ea.com

Jen Riley, 604-456-5081 (PR Director)

jriley@ea.com

David Tinson, 650-628-5189 (VP, Communications)

dtinson@ea.com

Copyright Business Wire 2010