



Get Your Heart Pumping! EA SPORTS Active 2 in Stores Today

University of Victoria Study Concludes EA SPORTS Active 2 Workouts Meet ACSM Fitness Guidelines

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Millions of people around the world have experienced the revolution in interactive fitness with *EA SPORTS Active*, the number one rated fitness program for the Wii™*. Today *EA SPORTS*™, a label of Electronic Arts Inc. (NASDAQ:ERTS), announced that [EA SPORTS Active 2](#) is now available in North America and will be available worldwide on November 19th. *EA SPORTS Active 2* is a new suite of digital fitness programs available on multiple gaming consoles focusing on improving muscular strength, endurance and flexibility, while providing an intense cardio workout. Featuring the *Total Body Tracking* wireless control system that combines a heart rate monitor and motion tracking technology, *EA SPORTS Active 2* provides an effective workout that delivers accurate, measurable results. Additionally, users will now be able to track and share their workout stats, including heart rate on the new *EA SPORTS Active 2* online** hub (www.easportsactive.com). A recent study conducted by the University of Victoria in British Columbia concludes that *EA SPORTS Active 2* workouts meet recommended exercise guidelines for exercise intensity and caloric expenditure put forth by public health guidelines, including the American College of Sports Medicine (ACSM), the leading authority on exercise science in North America.

Putting EA SPORTS Active 2 to the Test

EA SPORTS commissioned a study of the *EA SPORTS Active 2* Mountain Gravity pre-set workout to determine the efficacy of its product line. The study tested 15 physically active adults between the ages of 23 and 33 to determine the relative exercise intensity and caloric expenditure of *EA SPORTS Active 2*. Results of the workout met both the ACSM guidelines for effective physical fitness, which recommend that individuals exercise at an intensity between 64 per cent and 94 per cent of their maximum heart rate or 40 percent to 85 percent of their maximal oxygen consumption (VO₂max), as well as burn a minimum of 200-300 calories per session, five days per week, in order to maintain proper fitness and to aid in weight control.

"The EA SPORTS Active 2 Mountain Gravity pre-set workout met public health guidelines for an effective workout," says Ryan Rhodes, Professor, University of Victoria, Behavioural Medicine Laboratory. "The results indicated that EA SPORTS Active 2, when used on a regular basis as part of a healthy, active lifestyle, can improve fitness and favorably affect body composition."

EA SPORTS Active 2 (Photo: Business Wire)

Break a Sweat with EA SPORTS Active 2

EA SPORTS Active 2 will feature more than 70 new exercises and fitness activities including exercises not possible before the *Total Body Tracking* wireless control system. Using heart rate data that is displayed on-screen, users will be able to capture the intensity of their workout, allowing them to optimize their performance and reach their fitness goals more quickly. A new 9-week program provides a fitness roadmap to keep users motivated and on track to achieving their fitness goals. Users will also have the ability to download new workouts and exercises to their online connected PlayStation®3 computer entertainment system and Xbox 360® video game and computer entertainment system to keep their workouts fresh and maintain motivation**. Click on the [EA SPORTS Active 2 launch sizzle](#) to see a video of what's in store for *EA SPORTS Active 2*.

EA SPORTS Active 2 is available on PlayStation®3, Kinect™ for Xbox 360® video game and entertainment system from Microsoft, and Wii™ as well as iPhone® and iPod touch® at a later date. *EA SPORTS Active 2* has been rated "E" by the ESRB and "3" by PEGI, it has an MRSP of \$99.95 in North America. For more information please visit www.easportsactive.com or www.facebook.com/EASPORTSActive. Media can find photos of the product mentioned here at <http://info.ea.com>.

EA SPORTS™ 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*® hockey, *NBA ELITE* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR*® 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.

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

** Internet connection and EA account required

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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6513421&lang=en>

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

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