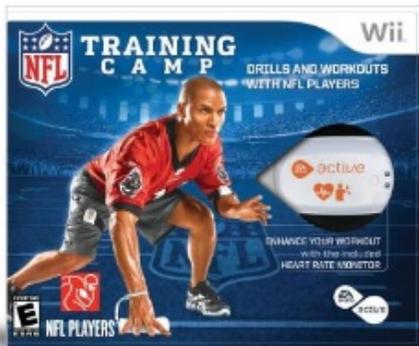




Touchdown! EA SPORTS Active NFL Training Camp Launches Today

Train like the Pros in a real NFL training camp experience right in your living room

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, [EA SPORTS™](#), a label of Electronic Arts Inc. (NASDAQ: ERTS), announced that [EA SPORTS Active NFL Training Camp](#) for the Wii™ is available in retail stores across North America. *EA SPORTS Active NFL Training Camp* is a football-based training program that simulates the football drills and conditioning workouts of an NFL training camp. Developed in collaboration with NFL strength and conditioning coaches, users will experience the thrill of competition while challenging friends and family in authentic NFL football drills. *EA SPORTS Active NFL Training Camp with Total Body Tracking* includes a heart rate monitor and wireless motion tracking that delivers an accurate, challenging workout with measurable results. Users can also track and share training results via the *EA SPORTS Active* online hub.



EA SPORTS Active NFL Training Camp delivers an authentic NFL experience that is fun and engaging, while providing a challenging workout. It includes over 70 drills and challenges designed to improve strength, power and conditioning, as well as reaction skills, agility and first step quickness - key areas of focus for NFL players. Users can train in the environment of their favorite team, as they step into their stadium and train alongside their favorite players.

EA SPORTS Active NFL Training Camp provides a fun, competitive experience where users can go head-to-head in multi-player mode in NFL training camp drills such as the QB Window Challenge and Field Goal Challenge. For further challenge, users can get their game on in the NFL Combine 60 Day Challenge, a progressive exercise program that provides total body conditioning. In addition, as part of NFL PLAY 60, the NFL's commitment to youth health and fitness, kids and families can choose NFL PLAY 60 drills and exercises, specifically designed for them.

EA SPORTS NFL Training Camp (Photo: Business Wire)

EA SPORTS Active NFL Training Camp joins the *EA SPORTS Active 2* suite of interactive fitness products that focus on improving muscular strength, endurance and flexibility, as well as improving cardio. *EA SPORTS Active 2* is in stores today in North America on the PlayStation®3 computer entertainment system, Kinect™ for Xbox 360® video game and entertainment system from Microsoft and the Wii.

EA SPORTS Active NFL Training Camp is rated "E" by the ESRB and has an MRSP of \$99.95. For more information please visit www.easportsactive.com as well as the official Facebook page, www.facebook.com/NFLTrainingCamp. 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 personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NBA ELITE* basketball, *NCAA® Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA*, *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.

* 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 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 effects 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=6513427&lang=en>

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