



EA SPORTS Partners with the President's Challenge

EA SPORTS Donates \$100,000 in Kind to Boys & Girls Club of America and YWCA Greater Los Angeles Job Corps to Raise Awareness for the Program

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, [EA SPORTS™](#), a label of Electronic Arts Inc. (NASDAQ: ERTS), announced that they will partner with the President's Challenge, a program of the President's Council on Fitness, Sports and Nutrition (PCFSN) administered by the Amateur Athletic Union. EA SPORTS has signed on to become a President's Challenge Advocate and promote the Presidential Active Lifestyle Award (PALA). PALA is for people of all ages, backgrounds and abilities and is a great way to engage in, and maintain a healthy lifestyle through physical activity. EA SPORTS is encouraging Americans of all ages to participate in and earn their own PALA by logging onto www.presidentschallenge.org. EA SPORTS is also making a \$100,000 donation in [EA SPORTS Active 2](#) — an innovative digital fitness program that offers personalized, customizable workouts on gaming consoles - to the Boys & Girls Clubs of America and YWCA Greater Los Angeles Job Corps to help promote participation in the PALA.

"We are excited to partner with EA SPORTS as a President's Challenge Advocate to provide Americans with a fun and engaging way to be active," said Shellie Pfohl, executive director of PCFSN.

PALA challenges kids to do 60 minutes of physical activity (30 minutes for adults), five days a week for six weeks. Once completed, participants will receive a certificate signed by the President of the United States. There are many activities individuals can do to complete the program. For a list of all approved activities, please visit www.presidentschallenge.org/challenge/activities.shtml.

[EA SPORTS Active 2](#) is now available in North America and will feature the *Total Body Tracking* wireless control system that combines a heart rate monitor and motion tracking technology. *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. 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>.

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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About PCFSN

The President's Council on Fitness, Sports and Nutrition (PCFSN) is a committee of up to 25 volunteer citizens appointed by the President to serve in an advisory capacity through the Secretary of Health and Human Services. Through its programs and partnerships with the public, private and non-profit sectors, PCFSN serves as a catalyst to promote healthy lifestyles through fitness, sports and nutrition programs and initiatives that educate, empower and engage Americans of all ages, backgrounds and abilities. For more information about PCFSN, visit www.fitness.gov. For more information about the President's Challenge programs including the Presidential Active Lifestyle Award (PALA), visit www.presidentschallenge.org.

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