



EA SPORTS Developing Authentic Street Soccer Game

FIFA Street To Feature Street Ball Control, New Dribbling Styles, One Touch Passing, Sweet Skill Moves And Indoor And Outdoor Locations Around The World

COLOGNE, Germany--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS™ is developing an authentic street soccer game that will replicate the way the game is played by street players all over the world. From the creators of the award-winning EA SPORTS FIFA Soccer franchise at EA Canada, and inspired by street soccer styles and stars from around the world, EA SPORTS *FIFA Street* will be built to the level of quality and depth that millions of FIFA fans have come to expect from the EA SPORTS FIFA development team. The game will be available for the PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system in early 2012.



"This is the first time our award-winning FIFA development team is creating a street soccer game, and we are going to deliver a level of authenticity never before seen in this genre, along with amazing gameplay," said Matt Bilbey, Vice President and GM of Soccer, EA SPORTS. "*FIFA Street* will appeal to new fans that are looking for a unique, fun soccer experience, and long-time FIFA fans looking for an authentic street soccer experience with the level of quality that they know and love from the FIFA franchise."

Powered by the revolutionary *FIFA Soccer* gameplay engine, and introducing Street Ball Control, *FIFA Street* will deliver an arsenal of groundbreaking street dribbling styles and trick moves that ignite the one-on-one battles within matches. Whether performing one panna after another without breaking a sweat the way street soccer is played in Amsterdam, or a physical, fight-for-possession style the way players

EA SPORTS Developing Authentic Street Soccer Game (Photo: Business Wire)

compete in London, fans will enjoy a superior fidelity of ball control and responsiveness than anything ever experienced in a soccer videogame. Plus, for the first time ever, utilize aerial skills to maneuver past opponents, an all-new sophisticated one-touch passing system for quick, precision passes, and over 50 never-before-experienced skill moves.

Play with and against the stars of the most popular clubs in the world—or real-life street players—and compete at more than 35 locations around the world. From one-on-one battles in parking lots and parks to prestigious 5v5 tournaments on the streets of the world's biggest cities, *FIFA Street* will replicate the unique street soccer style. Plus, it will feature a host of modes and online features that will be revealed in the months ahead that will make the game a social, connected experience.

FIFA Street will be connected to EA SPORTS Football Club[^], so from the first nutmeg on, gamers will be contributing to their Football Club identity. Fans who purchase *EA SPORTS Season Ticket* will also get, as a bonus offer, full-game digital access to *FIFA Street* three days in advance of launch.*

FIFA Street has not yet been rated. Assets are available at <http://info.ea.com>.

For the latest news on *FIFA Soccer 12* and *FIFA Street* join more than six million fans in the EA SPORTS FIFA community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at www.twitter.com/easportsfifa.

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*, *FIFA Street*, *NHL*® hockey, *NBA JAM* basketball, *NCAA*® Football, *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.

[^]*FIFA Street*, *Online Pass* and an internet connection are required for play. You must accept EA's Privacy Policy and Terms of Service in order to play.

* *EA SPORTS Season Ticket* subscription provides full-game digital access to all participating EA SPORTS games three days

before launch, a 20% discount on all downloadable content, free premium web content and membership recognition through an in-game and online EA SPORTS Season Ticket badge. An annual subscription to *EA SPORTS Season Ticket* is now available through the PlayStation Store and Xbox LIVE for \$24.99 or 2000 MS Points. *EA SPORTS Season Ticket* is available for Xbox 360 in North America, Europe, Australia and New Zealand, and PS3 in North America. Benefits begin with the launch of *Madden NFL 12*. Moving forward, participating franchises include *NHL hockey*, *FIFA Soccer*, *Tiger Woods PGA TOUR* golf and *NCAA Football*. Subscribers will also get, as a bonus offer, three-day early digital access to *FIFA Street*. CONDITIONS AND RESTRICTIONS APPLY. SEE WWW.EASPORTS.COM/SEASONTICKET FOR DETAILS.

About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*, and *Mass Effect*™. More information about EA is available <http://info.ea.com>.

EA SPORTS, EA SPORTS Active, *The Sims* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. John Madden, NFL, NCAA, Tiger Woods, PGA TOUR and FIFA are the property of their respective owners and used with permission. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Xbox 360 is a trademark of the Microsoft group of companies. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6831179&lang=en>

Electronic Arts Inc.
Steve Frost, 604-456-5067
Manager, Communications
sfrost@ea.com
Colin Macrae, 604-456-3685
Sr. Director, Communications
cmacrae@ea.com
David Tinson, 650-628-5189
VP, Communications
dtinson@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media