



## **Major League Soccer Stars Blanco and Kljestan Named Cover Athletes for EA SPORTS FIFA Soccer 10 in North America**

### ***Chelsea Star Frank Lampard Also To Be Featured On Packaging In North America***

REDWOOD CITY, Calif., Aug 10, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today announced Major League Soccer stars Cuauhtémoc Blanco of Chicago Fire and Sacha Kljestan of Chivas USA will be featured on the front packs of [FIFA Soccer 10](#), the next chapter in the internationally acclaimed videogame franchise from EA SPORTS™.

Blanco is a popular midfielder for Chicago and two-time MLS All-Star. Prior to joining the Fire, he won five MVP awards in the Mexican Premier League. Blanco has represented Mexico at two FIFA World Cups (1998, 2002), and is the second leading goal scorer of all time for the Mexican national team.

Blanco is well-known for his unique Cuauhtémiña (CWAU-te-MEEN-YA) or "Blanco Bounce" move, in which he jumps with the ball held between his feet to escape defenders. The "Blanco Bounce" is a featured skill move in *FIFA Soccer 10*.

As an attacking midfielder for Chivas USA and the U.S. Men's National Team, Kljestan enjoyed a breakout season in 2008. In his third year in MLS, Kljestan led Chivas USA in scoring, was named Team MVP, chosen an MLS All-Star, and played for the United States Olympic Team. Kljestan has appeared in 12 matches for the full U.S. National Team.

The spotlight will also shine on Chelsea's world-class attacking midfielder Frank Lampard who will be featured on *FIFA Soccer 10* packaging in North America and around the world. Lampard is just the second midfield player in the history of English Premier League to score more than 100 goals.

Responding to consumer feedback from more than 400 million online games played\* last year, *FIFA Soccer 10* will deliver gameplay refinements and innovations that will make it the most complete and intelligent simulation of soccer. The first-ever true 360° dribbling system gives players finer control of the ball, enabling them to find spaces between defenders that previously were not possible. A new Freedom in Physical Play concept enables players to perform wider dribble touches and new collision sharing creates a varied, less predictable, and extended fight for possession between the dribbler and a defender. Master the game before stepping on the pitch in a new practice arena that enables users to design free kicks for different dead ball situations. Record and test plays before taking them onto the pitch with Customizable Set Pieces.

Visit [WWW.FIFA.EASPORTS.COM](http://WWW.FIFA.EASPORTS.COM) for more information about FIFA Soccer 10. Screenshots and box art of *FIFA Soccer 10* are available at <http://info.ea.com>.

*FIFA Soccer 10* is developed in 18 languages and available in 37 countries around the world--it is the most popular EA SPORTS franchise globally. *FIFA Soccer 10* will be available in stores throughout North America on October 20. It will be available for the PLAYSTATION(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system, Wii (TM) home video game system, PC, PlayStation(R)2, Nintendo DS(TM), PSP(R) (PlayStation(R)Portable) system and mobile. It is developed under the EA SPORTS brand by EA Canada in Burnaby, B.C. The game is rated "E" for Everyone by the ESRB and 3+ by Pegi in Europe.

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including *Madden NFL football*, *FIFA Soccer*, *NHL*<sup>(R)</sup> hockey, *NBA LIVE* basketball, *NCAA*<sup>(R)</sup> Football, and *Tiger Woods PGA TOUR*<sup>(R)</sup>.

\*Number of games played while connected online between September 2008 and August 1, 2009

### **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™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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>.

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### **About Major League Soccer**

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. MLS kicked off its 14th season on March 19, and will feature 15 teams each playing 30 regular season matches. They include Chicago Fire, Colorado Rapids, Chivas USA, Columbus Crew, D.C. United, FC Dallas, Houston Dynamo, Kansas City Wizards, Los Angeles Galaxy, New York Red Bulls, New England Revolution, Real Salt Lake, San Jose Earthquakes, Toronto FC and, in its inaugural season, Seattle Sounders FC. The Philadelphia Union will debut in 2010, while expansion teams in Vancouver and Portland will debut in 2011. For more information about MLS, log on to the League's official website at [www.MLSnet.com](http://www.MLSnet.com).

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