



Scientific Study Proves Efficacy of EA SPORTS Active Digital Fitness Programs

EA SPORTS Active Meets American College of Sports Medicine Exercise Guidelines

REDWOOD CITY, Calif., Jun 02, 2010 (BUSINESS WIRE) -- A new study conducted by Dr. John Porcari from the University of Wisconsin concludes that using *EA SPORTS Active*(TM) and *EA SPORTS Active*(TM) *More Workouts* from Electronic Arts Inc. (NASDAQ:ERTS) passed fitness guidelines for an effective workout put forth by the American College of Sports Medicine (ACSM). The results indicated that *EA SPORTS Active* can improve aerobic capacity and favorably affect body composition when used on a regular basis as part of a healthy, active lifestyle. ACSM is the largest international sports medicine organization and leading authority on exercise science.

"ACSM sets key guidelines on what constitutes a healthy, active lifestyle, recommending that individuals perform 30 minutes of moderate intensity exercise five days per week, or 20 minutes of vigorous intensity exercise three days per week, as determined by specific heart rate and oxygen consumption criteria," said Dr. John Porcari, Ph.D, the Executive Director of the La Crosse Exercise and Health Program at the University of Wisconsin who led the study. "In terms of the intensity criteria, both workouts tested from *EA SPORTS Active* were sufficiently intense to be within ACSM guidelines."

Putting EA SPORTS Active to the Test

EA SPORTS Active is an innovative line of digital fitness products that offer personalized, customizable workouts developed in collaboration with fitness experts. Based on the principle that working out can be just as engaging as it is effective, EA commissioned the study to determine the efficacy of its product line.

"We believe that exercise should be a part of every individual's daily life, and our digital fitness programs are designed to help people make that belief a reality," said Tarnie Williams, Executive Producer, *EA SPORTS Active*. "We wanted to put *EA SPORTS Active* to the test to show people that as fun as the programs can be, they're going to give you a real, challenging workout."

The study tested 16 physically active adults between the ages of 25 and 45 to determine the relative exercise intensity and caloric expenditure of two pre-set *EA SPORTS Active* workouts: Afterburner and Legs & Lungs. Results of both workouts met 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 per cent to 85 per cent 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 health and to aid in weight control.

"Our mission is to promote and integrate scientific research, education and practical applications of sports medicine and exercise science," said Jim Whitehead, President and CEO, ACSM. "We develop guidelines to promote healthy living and are glad to see that *EA SPORTS Active* meets those guidelines for an effective workout."

The *EA SPORTS Active* franchise includes *EA SPORTS Active* and *EA SPORTS Active More Workouts*, and will be expanding its digital fitness product line with *EA SPORTS Active*(TM) 2 available this fall on PlayStation^(R)3, Wii^(TM), iPhone^(R) and iPod touch^(R). The *EA SPORTS Active 2* fitness program will feature an innovative *Total Body Tracking* wireless control system, powered by new leg and arm straps with motion sensors and a heart rate monitor to capture intensity that will deliver true fitness results. Users will also be able to track and share workout data on the new *EA SPORTS Active 2* online* hub. *EA SPORTS Active 2* will make working out simple, effective and will go with you wherever you are.

For more information, visit <http://www.easportsactive.com>. Media can find photos of the product mentioned here at <http://info.ea.com>. More detail about the study conducted by the La Crosse Exercise and Health Program at the University of Wisconsin is available upon request.

EA SPORTS(TM) 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(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR(R)* golf, and *EA SPORTS Active(TM)*.

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(TM), EA(TM), EA Mobile(TM) and POGO(TM). In fiscal 2010, EA posted GAAP net revenue of \$3.7 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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6312370&lang=en>

SOURCE: Electronic Arts Inc.

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

Sr. Director, Communications

dtinson@ea.com

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