



EA's NCAA Football 10 Hits Shelves Today

Nationwide Competition for Pride Begins as Fans Battle to Prove Their School is Number One

REDWOOD CITY, Calif., Jul 14, 2009 (BUSINESS WIRE) -- [Electronic Arts Inc.](#) (NASDAQ: ERTS) announced today that [NCAA \(R\) Football 10](#) is now available in North American retail stores. As the best-selling college football video game franchise for over a decade*, [EA SPORTS\(TM\)](#) NCAA Football provides an unparalleled college game day experience to football fans around the country.

NCAA Football 10 brings the excitement of college football to fans across the nation like never before with the all-new Season Showdown. In this new mode, every game counts as fans declare their loyalty to a favorite school and give the ultimate show of support in a nationwide competition for pride. After choosing a school to represent, players can earn credits for their school by playing *NCAA Football 10* and through new web-based games at <http://seasonshowdown.easports.com>. Millions of college football fans around the country will be on a mission to prove their school is number one with *NCAA Football 10*'s Season Showdown.

TeamBuilder is an all-new, online create-a-school feature that revolutionizes the user's ability to produce personalized content for *NCAA Football 10*, which was announced last month at E3. With the capability to upload logos and numerous customization options for uniforms, fields, rosters, and much more, TeamBuilder gives users the opportunity to design completely original teams with infinite possibilities. A football fan's dream, TeamBuilder enables users to experience the excitement and pageantry of college football, defined by their own personalized creations. Since its launch, fans have logged onto <http://teambuilder.easports.com> and created teams at an astonishing rate, averaging seven per minute during the first two days. More than 160,000 teams have been created, ensuring there is an unprecedented amount of content for fans to use in-game beginning today.

Television sports reporter Erin Andrews is featured as the host of Road to Glory, a new mode in *NCAA Football 10* for Xbox 360 (R) video game and entertainment system and PLAYSTATION(R)3 computer entertainment system. Road to Glory is a broadcast-style video presentation in which Andrews and Kirk Herbstreit chronicle your career as a college student athlete. For the first time ever, players actual in-game highlights are featured in these broadcast-style presentations. Plus, an all-new, completely redesigned 3-D dorm room prominently displays triumphant moments through photos, trophies, NCAA Football news and more.

With all 120 Football Bowl Subdivision schools represented in the game, *NCAA Football 10* offers fans an exciting way to experience the thrill of authentic college football year-round. *NCAA Football 10* brings the college football atmosphere to life with enhanced stadiums packed with school colors, cheerleaders and mascots. Enjoy the sights of game day with new on-field band formations, field goal nets, flags waving in the wind and camera flashes exploding during pivotal moments.

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, *NCAA Football 10* is available for the Xbox 360 video game and entertainment system, the PlayStation2 and PLAYSTATION3 computer entertainment systems and the PSP (PlayStationPortable). *NCAA Football 10* has been rated "E" for everyone by the ESRB.

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(R) hockey, NBA LIVE basketball, NCAA(R) Football and Tiger Woods PGA TOUR(R).

For more information, please visit www.ncaafotball10.com.

*Based on NPD data.

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. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. John Madden, NFL, FIFA, NBA, NCAA, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission. "PLAYSTATION", "PlayStation" and "PSP" are registered trademarks of Sony Computer Entertainment Inc. Xbox 360 is a trademark of the Microsoft group of companies and are used under license from Microsoft.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 52,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.com.

About The Collegiate Licensing Company

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: www.clc.com or www.imgworld.com.

About NCAA Football

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. Visit www.NCAAFootball.com for more information.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6005669&lang=en>

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.
Julie Michel, 407-386-5184
Sr. Publicist
jmichel@ea.com
Rob Semsey, 407-386-5337
Sr. PR Manager
rsemsey@ea.com

Copyright Business Wire 2009