



EA SPORTS MMA to Feature STRIKEFORCE as a Premier League

New World-Class Fighters and Commentary Team Also Announced

REDWOOD CITY, Calif., Nov 06, 2009 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that STRIKEFORCE, a world-class mixed martial arts fight promotion, will be featured as a premier league in the upcoming *EA SPORTS(TM) MMA* video game. In addition, Brett Rogers and Jake Shields, both of whom will be competing in the STRIKEFORCE and M-1 Global co-promoted fight on November 7 (broadcasted live by CBS), join the *EA SPORTS MMA* roster of fighters.

With this partnership, the STRIKEFORCE cage and the league's commentary team of Frank Shamrock and Mauro Ranallo, as well as ring announcer Jimmy Lennon Jr., will be incorporated into the game. Legendary mixed martial arts referee "Big John" McCarthy will preside over the in-ring action and bring his in-depth knowledge of the sport to help deliver a truly authentic MMA experience.

"We are honored that EA SPORTS has selected STRIKEFORCE to serve as a premier league in its forthcoming MMA title," said STRIKEFORCE President Scott Coker. "EA SPORTS has long been recognized by gamers as a highly innovative, ground breaking provider of sports gaming entertainment. We are confident that *EA SPORTS MMA* will function as a great ambassador for STRIKEFORCE's fighters and effectively promote our sport to a new audience as well as to longtime fight fans."

"We are very excited to be working with STRIKEFORCE and feature them as a premier league in our game," said Executive Producer Dale Jackson. "They have a wealth of mixed martial arts expertise, put on great shows and have a great stable of top-notch fighters. Together we look forward to growing the sport and delivering an immersive interactive gaming experience."

Tomorrow night's STRIKEFORCE fight, to be broadcast on national network television by CBS, will undoubtedly be one of the most watched mixed martial arts fights in history. *EA SPORTS MMA* fighter roster will feature four of the main card's fighters, including Fedor Emelianenko, Brett Rogers, Jake Shields and Jason Miller.

Brett Rogers is preparing for the biggest fight of his career as he gets set to take on Fedor Emelianenko tomorrow night. A 6'5", 265 pound heavyweight, Brett is currently undefeated and holds a record of 10-0-0. In his last fight, he knocked out Andrei Arlovski in just 22 seconds in the first round of action.

Jake Shields, a native Californian, will be taking on Jason "Mayhem" Miller for the STRIKEFORCE middleweight title. This 5'11", 170 pound fighter, holds a current record of 23-4-1 and comes into tomorrow night's middleweight title bout with a 12-fight winning streak. He is also the first and last Elite XC Welterweight champion and holds a black belt in Brazilian Jiu-Jitsu.

Also slated to appear on the fighter roster for *EA SPORTS MMA* are STRIKEFORCE stars Jason "Mayhem" Miller and Muhammed "King Mo" Lawal. Miller and Lawal were announced via a [video](#) last month during their visit to the development studio.

EA SPORTS MMA will feature the most authentic, intense and broad mixed martial arts experience to date - complete with a vast array of top fighters and fighting styles from around the world. *EA SPORTS MMA* will be available on the Xbox 360(R) video game and entertainment system and the PlayStation(R)3 computer entertainment system in 2010.

For more information about *EA SPORTS MMA*, visit www.easportsmma.com or follow the game on Twitter at www.twitter.com/easportsmma and Facebook at www.facebook.com/easportsmma.

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

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 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>.

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