



## EA SPORTS FIFA Soccer Franchise Sales Top 100 Million Units Lifetime

*FIFA 11 Ultimate Team Free Download Available Now*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) today announced that sales of its EA SPORTS FIFA Soccer franchise surpassed 100 million units lifetime\* during the launch of *FIFA Soccer 11*. The best-selling sports videogame franchise in the world, now in its 18<sup>th</sup> year, sold a record-breaking 2.6 million copies in the first five days after launching *FIFA Soccer 11* to become the fastest selling sports videogame of all time. *FIFA Soccer 11* sales are up 20%^ versus last year on a comparable basis with sell-in approaching 8 million units.



Now, one of the franchise's most popular online modes—[FIFA 11 Ultimate Team](#)—is available for the first time ever for free\*\*. *FIFA 11 Ultimate Team* can be downloaded through the main menu in *FIFA Soccer 11* with one click on any connected PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system.

"Few videogame franchises ever reach the 100 million units mark and we have millions of fans around the world to thank for helping us to this milestone," said Matt Bilbey, vice president of football, EA SPORTS. "It is a wonderful tribute to all of these fans playing *FIFA 11* that our most popular and played DLC is available today for the first time ever for free."

EA SPORTS FIFA SOCCER FRANCHISE SALES  
TOP 100 MILLION UNITS LIFETIME (Photo:  
Business Wire)

squads to get the best chemistry and team rating, and then take them onto the pitch to compete in online and single-player tournaments which are updated weekly.

*FIFA 11 Ultimate Team* challenges gamers to build a squad of the world's best football stars by earning, buying, selling and even trading players with other Ultimate Team gamers around the world. They can strategically craft

*FIFA 11 Ultimate Team* delivers a number of major changes as requested by gamers. Gamers can now pit their ultimate team directly against their friends' best squads in Play A Friend online matches—the No. 1 requested new feature. Plus, when away from their consoles gamers can engage in the full auction and trading system on the web through an enhanced Ultimate Team web app which links directly to the *FIFA 11 Ultimate Team* console experience.

Localized into 18 languages and available in 51 countries, *FIFA Soccer 11* is available for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, Wii™, Nintendo DS™, PlayStation®2, PSP® (PlayStation®Portable), iPhone® and iPod® touch.

Visit <http://www.facebook.com/easportsfifa> to join the EA SPORTS FIFA Facebook group or visit <http://www.ea.com/soccer/> for more information about the game. Screenshots are available at <http://info.ea.com>. The game is rated "E" for Everyone by the ESRB and 3+ by PEGI in Europe.

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*, *NHL*® hockey, *NBA ELITE* 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](http://www.easports.com) to connect, share and compete.

\* According to internal sales data

**\*\*Restrictions and conditions apply. Please see back of pack for details.**

^ after 4 weeks of sales

## **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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6498750&lang=en>

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