



EA Announces Record-Breaking Launch for EA SPORTS FIFA 10

Biggest Sports Game Launch Ever With Over 1.7M Copies Sold At European Retail In First Week

GENEVA, Oct 07, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced the record-breaking launch of EA SPORTS(TM) *FIFA 10*. With 1.7 million copies sold through at European retail in the first week, the game is the fastest selling sports game ever and EA's biggest European launch in history.

"We were confident that *FIFA 10* would be a hit, and this week fans across Europe have shown just how much they love this game," said Peter Moore, President of EA SPORTS. "We are incredibly proud of *FIFA 10* and this kick-off for great, authentic football competition."

FIFA 10 has launched to widespread critical acclaim. It is presently the highest rated sports videogame ever* on PLAYSTATION (R)3 and Xbox 360(R) with review scores of [92](#) and [91](#), respectively.

The game received perfect review scores from [Eurogamer Italy](#) and [Total Video Games](#). *Official Xbox MagazineItaly* calls *FIFA 10* "the best football game ever" while *Official UK PlayStation Magazine* hails it "the best football game on PS3", and *ConsolPlus* Germany says it's "the best football game the world has ever seen".

Fans across Europe have been drawn to experience *FIFA 10*'s deep online feature set in record numbers. Since launch, more than 10 million gaming sessions have been played online, with over 155,000 gamers playing online simultaneously during peak playing hours.

FIFA 10 will be in stores throughout North America on October 20, 2009.

Other EA SPORTS titles that have received 80+ scores** from critics this year include *EA SPORTS(TM) Active*, *NHL(R)10*, *Fight Night Round 4*, *Madden NFL 10*, *Tiger Woods PGA TOUR(R) 10* and *NCAA(R) Football 10*.

For more information about *FIFA 10* visit www.FIFA.easports.com

FIFA 10 is developed under the EA SPORTS brand by EA Canada in Burnaby, B.C. Localized into 18 languages and sold in 37 countries, it is the most popular EA SPORTS franchise globally. 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(R) hockey, NBA LIVE basketball, NCAA(R) Football, and Tiger Woods PGA TOUR(R).

* according to Metacritic.com as of Oct. 5, 2009

** Source www.metacritic.com

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>.

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