



## EA SPORTS NBA JAM on Xbox 360 and PlayStation 3 in Stores Now

*All Online Features—including Remix Games, JAM Party and Online Progression—Available Immediately*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS™ **NBA JAM**—in high definition and featuring online\* play—for the PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system is in stores now throughout North America. Featuring gameplay that is true to the original, two distinct game modes—Classic Campaign and Remix Tour—plus a full complement of online modes, EA SPORTS **NBA JAM** offers something for everyone.

 EA SPORTS NBA JAM on Xbox 360 and PlayStation 3 in stores now (Photo: Business Wire)

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For the first time ever play the arcade classic basketball game online with every online feature available immediately through a free title update for all connected fans. Gamers can take on all rivals playing Classic 2-on-2 online, measuring their success on Friends and Global Leaderboards. Connected fans will be able to

team-up locally to compete online in Remix Games, including Domination Free-for-All, Elimination, and 21. Fans will also be able to make it a Jam Party online by inviting up to 3 friends on separate consoles to play. Plus, gamers will be able to take on the world in Online Progression, levelling up through a series of challengers and secret online **NBA JAM** Challenges to unlock online exclusive rewards and hidden content in the ultimate quest for global bragging rights.

In Classic Campaign, players can take a trip down memory lane, individually or with a friend, as they play all 30 teams in the NBA in a worst to first ladder tournament. In Remix Tour, players will be faced with a new twist on the traditional **NBA JAM** experience. From boss battles against some of the NBA's greatest legends, to half-court game modes with distinct challenges and winning conditions, players will be taken through an **NBA JAM** experience completely unique to the basketball videogame genre while demonstrating classic arcade hoops at its best.

EA SPORTS stays true to the original **NBA JAM** with Tim Kitzrow reprising his role as the legendary announcer voicing all the classic lines from the original, unmatched player likeness and reactions that exaggerate the outrageous moves that make up the core **NBA JAM** experience, and hundreds of characters, secret teams, courts and secret items to unlock.

Described by Gamesradar.com as "virtually perfect", EA SPORTS **NBA JAM** for Wii™ is available in stores now everywhere. It currently the 8<sup>th</sup> highest rated sports game ever on the Wii\*\*. EA SPORTS **NBA JAM** is rated "E" for Everyone by the ESRB and 3+ by PEGI in Europe. The MSRP on the Xbox 360 and the PlayStation 3 is \$49.99 USD. **NBA JAM** will be available on the Xbox 360 and the PlayStation 3 in Europe and Asia on November 26. Visit <http://www.facebook.com/#!/NBAJAM> to join the EA SPORTS **NBA JAM** Facebook group or visit <http://nba-jam.easports.com> for more information about the game. Screenshots are available at <http://info.ea.com>.

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 experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NCAA®* Football, *Fight Night* boxing, *EA SPORTS MMA* and *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.

\* Restrictions and conditions apply. Please visit [www.ea.com](http://www.ea.com) for details.

\*\* according to Metacritic.com as of Nov. 10

## 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=6515606&lang=en>

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Source: Electronic Arts Inc.

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