



BOOOOOOM-SHAKA-LAKA! EA Announces NBA ELITE 11 to Include Free* Downloadable Version of NBA JAM

REDWOOD CITY, Calif., Aug 03, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (Nasdaq:ERTS) announced today that all new copies of *NBA ELITE 11* will include a one-time download code that will enable users to access three modes of *NBA JAM* - Play Now, Classic Campaign and Online. Already set to revolutionize the way basketball simulation games are played with new Hands-On Control, the inclusion of the *NBA JAM* modes will make *NBA ELITE 11* the ultimate basketball videogame experience available, on the Xbox 360(R) video game and entertainment system and PlayStation(R)3 computer entertainment system, when it is released on October 5, 2010.

"*NBA ELITE 11* is going to change the way basketball videogames are played," says Jordan Edelstein, Vice President, Marketing, EA SPORTS. "The addition of three free downloadable modes of the award winning *NBA JAM* is an unprecedented value add to a product that is already set to revolutionize the basketball videogame category."

Winner of eight 'Best Sports Game of E3' awards, including the coveted Game Critics Award, *NBA JAM* has been optimized for the Xbox 360 and PlayStation 3 to truly deliver a next-gen experience of the classic franchise. With Play Now, Classic Campaign, and Online modes included, the downloadable version of *NBA JAM*, that is available with purchases of *NBA ELITE 11*, will include a robust single player and multiplayer experience. *NBA JAM* allows fans to challenge the world, or their friends on the couch, with Online and Play Now, respectively, or climb from worst to first as they take their favorite NBA team through a ladder tournament through the league.

NBA ELITE 11 featuring three modes of *NBA JAM* will be available for the PlayStation(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system with an MSRP of \$59.99. It is developed by EA Canada in Burnaby, B.C. The game has not yet been rated by the ESRB or PEGI.

EA SPORTS(TM) 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(R)* hockey, *NBA ELITE* basketball, *NCAA(R) Football*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR(R)* golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

*Conditions and Restrictions apply. Please see www.ea.com for more details.

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 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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 of Electronic Arts Inc. The NBA and individual NBA member team identifications reproduced on this product are trademarks and copyrighted designs, and/or other forms of intellectual property that are the exclusive property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. *John Madden*, *NFL*, *NHL*, *NCAA*, *Tiger Woods* and *PGA TOUR* are trademarks of their respective owners and used with permission. Microsoft, Xbox, and Xbox 360 are registered trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. All other

trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts Inc.

Duke Indrasigamany, 604-456-3150

dukei@ea.com

Sr. Publicist

Jen Riley, 604-456-5081

PR Director

jriley@ea.com

David Tinson, 650-628-5189

VP, Communications

dtinson@ea.com

Copyright Business Wire 2010