



## **EA Celebrates 2010 FIFA World Cup South Africa(TM) with Exclusive Release of Officially Licensed Videogame**

### ***Event Game Features First Full and Authentic 2010 FIFA World Cup Online Tournament Mode***

REDWOOD CITY, Calif., Jan 27, 2010 (BUSINESS WIRE) -- Electronic Arts (NASDAQ:ERTS) will celebrate the single largest sporting event on the planet with the only official and exclusively licensed videogame for the 2010 FIFA World Cup South Africa (TM). Now everyone can play in the 2010 FIFA World Cup(TM) on the PlayStation(R)3 computer entertainment system, Xbox 360(R) videogame and entertainment system, Wii(TM), PSP(R) (PlayStation(R) Portable) and mobile in April 2010 in anticipation of the real-world tournament which begins in June.

[EA SPORTS\(TM\) 2010 FIFA World Cup South Africa](#) will feature all the emotion and passion of the fiercest national rivalries battling on the world's biggest stage, with all 199 national teams that took part in qualification, all 10 official stadiums to be used in South Africa and stadiums from each qualifying region. Gamers will be able to play as their home nation from qualification right through to a virtual reproduction of the FIFA World Cup Final(TM) and feel what it is like to score the goal that lifts a nation. Everything fans love about the World Cup will come to life in spectacular detail, including confetti rain, streamers, & fireworks--just like the official tournament.

For the first time ever in a videogame compete in a full and authentic online World Cup tournament. Carry the hopes and dreams of a nation into battle against fans from rival countries, from the group stage through the knockout rounds to the chance to be crowned 2010 FIFA World Cup South Africa <sup>TM</sup> champion. For fans of nations that failed to qualify for South Africa this is the chance to replay and re-write history. Plus, gameplay innovations capture the journey from qualification to the final tournament with home and away strategies for every nation, situational tactics in-game, and altitude effects that fatigue players faster and even impact the flight of the ball.

Presented in an art style that celebrates the cultural vibrancy of the first FIFA World Cup <sup>TM</sup> to be held in Africa, EA SPORTS 2010 FIFA World Cup on the Wii is an action-packed soccer game that brings friends together in their living rooms to compete for the 2010 FIFA World Cup <sup>TM</sup>. Travel around the world virtually to take on all 32 nations competing in South Africa in head-to-head challenges in Zakumi's Dream Team mode. Start the journey with random players and then build your team by stealing an opposition player after each victory. Win a challenge and pick a player until you have conquered the world. Plus, take your team to a friend's house on your Wii Remote.

Visit <http://www.easports.com> for more information about features for each available platform, which will be revealed over the coming months.

2010 FIFA World Cup, developed by EA Canada in Burnaby, B.C. will be in stores throughout North America on April 27, 2010 and in stores throughout Asia and Europe beginning April 30, 2010. The game has not yet been rated.

Screenshots can be downloaded at <http://info.ea.com>.

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 videogame franchises, including *Madden NFL* football, *FIFA Soccer*, *NHL(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR(R)* golf.

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

**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](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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