

EA's 2010 FIFA World Cup South Africa in stores throughout South Africa

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The chance for everyone to win the 2010 FIFA World Cup™ became a reality after Electronic Arts announced that *EA SPORTS™ 2010 FIFA World Cup South Africa™* will be in stores on 7 May throughout South Africa with eight new celebrations for the PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system. It is available throughout Asia and all over Europe beginning April 29, 2010 in anticipation of the real-world tournament which begins in June. The videogame is also available on Wii™, PSP® (PlayStation® Portable), iPod® touch and iPhone®.



The [2010 FIFA World Cup South Africa](#) videogame 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 and all 10 official stadiums to be used in South Africa. Gamers will be able to play as their home nation from qualification right through to a virtual reproduction of the FIFA World Cup Final™ and feel what it is like to score the goal that lifts a nation.

Fans can unlock the new celebrations through EA SPORTS and Coca-Cola™ channels in participating countries. After unlocking each celebration, fans can score a goal, use the controller to activate the celebrations and admire the performance via a new dynamic camera angle that delivers the emotion of each goal scored. Consumers can also admire their celebration and share with fans online by uploading to [EA SPORTS Football World](#) (www.EASPORTSfootball.com).

In addition, to honor the legacy of the FIFA World Cup™, EA SPORTS unveiled its Classic 11 team that features 35 legendary players from past tournaments, including star striker Roger Milla of Cameroon, who scored four goals in the 1990 FIFA World Cup and in 1994, at the age of 42, became the oldest player to play in the tournament. Fans who carry the hopes and dreams of a nation into battle against fans from rival countries and win the 2010 FIFA World Cup™ will unlock the Classic 11 squad.

New players to the FIFA franchise can also compete for the 2010 FIFA World Cup utilizing new Two-Button controls designed to enable new gamers to pass and shoot with an accessible control scheme that utilizes just two buttons.

Visit <http://www.FIFA-WORLD-CUP.EASPORTS.COM> for more information about game features on each available platform. The game is rated "A" for everyone by the FPB (Film and Publication Board) in South Africa.



Screenshots can be downloaded 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 personal access to the emotion of sports through industry-leading sports simulation videogame franchises, including *Madden NFL* football, *FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *NCAA® Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR®* golf.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit 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: EATM, EA SPORTSTM, EA Mobile TM and POGOTM. 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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