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FIFA 09 to Dynamically Update Player Attributes In-Game to Mirror Real World Performance - Demo Confirmed and Dated

This should be an awesome feature.:)

Electronic Arts announced today a new premium service for EA Sports FIFA Soccer 09 called adidas Live Season that will dynamically update player attributes in-game on a weekly basis so that they mirror real-world performances. Additionally, the company confirmed it will release a FIFA Soccer 09 demo on September 11 worldwide on Xbox Live and PlayStation Network.

EA UNVEILS NEW ADIDAS LIVE SEASON FOR FIFA SOCCER 09 THAT WILL DYNAMICALLY UPDATE PLAYER ATTRIBUTES IN-GAME TO MIRROR REAL WORLD PERFORMANCE

EA Secures Exclusive Licensing Agreement with Spanish La Liga BBVA;
FIFA 09 Demo Available World Wide on Sept. 11

REDWOOD CITY, Calif. – August 20, 2008 – Electronic Arts Inc. (NASDAQ: ERTS) today announced a new premium service for EA SPORTS™ FIFA Soccer 09 called adidas Live Season that will redefine the soccer videogame experience by dynamically updating player form in-game on a weekly basis so that player attributes mirror real-world performances. FIFA Soccer 09 will now feel and play differently throughout the entire 2008-2009 season matching the weekly rhythm of soccer. The new service will be available for Barclay's Premier League, La Liga BBVA, Ligue 1, Bundesliga, Serie A and Mexican Primera Division on the PLAYSTATION®3 computer entertainment system, the Xbox 360® video game and entertainment system and PC.

FIFA Soccer 09 is now powered with dynamic real-world data and analytics, lifting the game to new heights of authenticity for soccer fans and gamers connected online. The adidas Live Season service is based on how real players performed in the most recent real-world matches. Gameplay will change dynamically as the performance of players and soccer teams in the real world experience the highs and lows during their campaigns.

"This is an ambitious and completely unique feature that has never been attempted before for football videogames," said Andrew Wilson, Vice President & Executive Producer for the franchise. "The game will feel and play differently each week. With adidas Live Season if Ronaldinho has a great match on the weekend you'll feel the difference when you pick up the controller as his in-game attributes increase."

A global network of scouts will monitor every player in the adidas Live Season leagues throughout the season to supply accurate and in-depth player and team data each week. Player attributes will be impacted and player performance will change dynamically. The adidas Live Season service is downloaded into FIFA Soccer 09 each week and will run from the launch of the game to the end of the 2008-2009 season. Gamers will have access to one league of their choice for a free* trial from the moment they activate it to the end of the 2008-2009 season.

Today, EA also announced it has secured an exclusive licensing agreement with the Spanish Liga BBVA and Adelante. The exclusive partnership with the Spanish La Liga grants EA SPORTS sole rights to include every Spanish La Liga club and enables the EA SPORTS FIFA franchise to deliver the most realistic and up-to-date game with current kits, squads and player likenesses.

"La Liga is widely regarded as one of the most exciting leagues in the world and we're delighted to have been able to secure this deal," said Romain Rossi, Marketing Director, EA SPORTS. "The FIFA franchise has always delivered the most authentic game experience and this relationship will enable us to maintain the high standards fans have come to expect from EA SPORTS."

A FIFA Soccer 09 demo will be available for download on September 11 worldwide on the PLAYSTATION®Network and Xbox LIVE™.

This year FIFA Soccer 09 delivers unique, platform specific experiences that takes advantage of the hardware specifications of each available platform— the PS3, Xbox 360, Wii™, PC, PlayStation®2 computer entertainment system, Nintendo DS™, PSP® (PlayStation®Portable) system and mobile. To learn more about FIFA Soccer 09 visit www.FIFA09.ea.com.

Developed in Burnaby, B.C., by EA Canada, FIFA Soccer 09 is localized in 18 languages and sold in 37 countries--it is

the most popular franchise globally for EA SPORTS. FIFA Soccer 09 is not yet rated by the ESRB and is rated 3+ by PEGI. It will be available in stores world wide in October.

<http://news.teamxbox.com/xbox/17371/FIFA-09-to-Dynamically-Update-Player-Attributes-InGame-to-Mirror-Real-World-Performance-Demo-Confirmed-and-Dated/>

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Not all that excited, I would have preferred something akin to NHL's online league. That may still be announced, though. Praying that it is.

This very definitely isn't a mode, so I hope in the next few days the announcement I really want to hear will arrive. (the hints towards it are fairly strong)