

Exhibit A
to the
Declaration of Laura M. Franco In Support Of
July 20, 2008 Letter Brief

May 31, 2001

Jeremy Strauser
Electronic Arts - Tiburon
2301 Lucien Way, Suite 395
Maitland, FL 32751

Dear Jeremy:

The following is a detailed explanation of the approved use of retired players for the upcoming video games per our discussion at E3. The Addendum that was signed last July was a three year Agreement that granted Electronic Arts the right to use the images and identities of the players listed in Attachments A and B (both documents were sent with the Addendum). For all retired players that are not listed in either Attachment A or B, their identity must be altered so that it cannot be recognized. Regarding paragraph 2 of the pending License Agreement between Electronic Arts and Players Inc, a players' identity is defined as his name, likeness (including, without limitation, number), picture, photograph, voice, facsimile signature and/or biographical information. Hence, any and all players not listed in Attachment A or B cannot be represented in Madden 2002 with the number that the player actually wore, and must be scrambled.

Along those same lines, the only active players that can be included in the licensed product, are those players who have given their licensing rights to Players Inc. Substituting a players name with their jersey number is not acceptable. If a player has not given his rights to Players Inc, his identity, as defined above, cannot be used within the game. If you have any questions regarding this matter, please contact me at (202) 496-2865.

Sincerely,

LaShun Lawson

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Assistant Vice President
Multimedia

Cc: Jeel Linzner
Doug Allen

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