

EA's 2010 FIFA World Cup South Africa gives Bafana Bafana the edge

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With only 10 days to go until the 2010 FIFA World Cup kicks off, Electronic Arts South Africa presented the South African national football team with Sony PSP's as well as the *2010 FIFA World Cup South Africa™* game.



The event took place at Golf Reef City, whereby the game was explained to each of the players, in the hope that each player would be able to best utilise the powerful individual and team detail breakdown that the game is able to provide.



Says the product manager of Electronic Arts South Africa, Ralph Spinks, "We wanted the Bafana Bafana players to see themselves in the game. What has been created is so real that we believe it will assist with regards to the visualisation techniques that are often used before huge games and tournaments. When playing the game as themselves, each Bafana Bafana squad member will be able to see for himself the magnitude of the event, from the singing of the national anthem through to seeing the crowd's delight as we hit the back net!

"Another unique feature is that you can take on the challenge of leading your home nation from qualification right through to a virtual re-creation of the final. You can compete in all 10 official stadia of the 2010 FIFA World Cup South Africa™," comments Mr Spinks.



One such player who is a keen gamer, and delighted with the gifts, is Moeneeb Josephs, Bafana Bafana and Orlando Pirates goalkeeper. "I am obsessed with the game," he smiles. "Waiting for time to pass between training sessions can become a real drag, but now with our new PSP's and the new game, the time is flying! The game itself is unbelievably real, and there is no doubt that playing the game allows you to get to know the opposition better - their strengths and weaknesses. I play over the lunchtime break and again every evening after practice - the game is superb and I most certainly believe that it will give us the edge!"

EA South Africa would like to wish the Bafana Bafana team all the success they deserve in the 2010 FIFA World Cup South Africa™ tournament.

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