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On the cover
EA Sports

[McEnroe, Federer and Williams on the Cover of EA Sports Grand Slam Tennis](#)

Coming in June

Electronic Arts is sending word that it has decided which stars are set to grace the cover of the upcoming EA Sports Grand Slam Tennis. In North America, the biggest videogames market in the world, John McEnroe, Roger Federer and Serena Williams will seek to attract gamers to the new franchise from [EA Sports](#).

The company is also working on other eight covers, each for a different region and featuring other athletes. Federer and Williams are "among the biggest names in tennis and the most accomplished; having won 23 Grand Slam singles titles between them," EA Sports proudly says, while Serena Williams is the first woman that Electronic Arts has put on the cover of a sports game.

Williams stated that "It's very exciting to be on the cover of EA SPORTS Grand Slam Tennis. This game not only shows EA's enthusiasm for tennis but for also women's tennis. I know from experience how tough and gratifying it is to win all four Grand Slams so I hope people will enjoy the Grand Slam experience that is offered in this game."

EA Sports Grand Slam Tennis is the developer's first game that tackles this sport and the Wii. The videogame is set to arrive on the Nintendo platform in North America on June 15, with the United Kingdom, Sweden, Finland, Norway, Denmark, Spain and Australia getting it on June 12, while the rest of the world has to wait for another 11 days. Those who are interested in playing some tennis on other consoles will have to wait until fall, when Ea Sports Grand Slam Tennis ships for the PlayStation 3 and the Xbox 360.

Last year, EA Sports launched the All Play initiative, which was designed to provide dumbed-down versions of popular franchises, like [Madden NFL](#), that would prove attractive to those not particularly interested in videogames. Sales of the All Play line were not too good, so Electronic Arts shifted its strategy, developing new titles specifically built around the unique capabilities of the Nintendo Wii; only later are they ported to other platforms.