



September 20, 2012

EA Sports NHL 13 Skates to New Franchise High in First Week

Week One Worldwide Sell Through Up 9% Over 350 Online Games of NHL 13 Played Every Minute

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ:EA) announced today a record-setting launch for EA SPORTS™ NHL® 13. EA estimates that worldwide sell through for NHL 13 in its first week is up 9 percent* globally over last year's previous franchise high, and fans are deeply engaged with the game's new connected experiences.



EA Sports NHL 13 Skates to New Franchise High in First Week (Photo: Business Wire)

Headlined by all-new True Performance Skating and EA SPORTS Hockey I.Q., NHL 13 offers an innovative new gameplay experience that definitively captures the speed, creativity and strategy of NHL® hockey. NHL 13 also delivers brand new experiences that connect hockey fans to their friends and the real world of hockey with the all-new GM Connected and NHL Moments Live modes. Game Informer calls NHL 13 "the best playing NHL of this generation," and it's now available in retail stores across North America and Europe.

"NHL 13 has incredible new gameplay innovation, and it's the most connected NHL title we've ever created," said Andrew Wilson, Executive Vice President of EA SPORTS. "We're proud of this year's game, and we're extremely happy to see our fans worldwide embracing it in record numbers."

How fans are playing NHL 13*:

- Since the launch of NHL 13, fans have created just under **50,000** of their own alternate versions of the NHL through the new GM Connected feature in NHL 13.
- During the first week, the **New York Rangers, Philadelphia Flyers and Pittsburgh Penguins** were the most popular teams used across all game modes in NHL 13.
- Fans have played over **3.7 million online games**, or the equivalent of **over 350 games a minute**.
- Fans have scored just under **5 million goals in the first week**, dwarfing the 244 goals scored during the first week of the real 2011-2012 NHL regular season.

*Based on internal EA estimates

Assets:

To download assets, please visit the EA press site at <http://info.ea.com>.

NHL 13 was developed at EA Canada in Vancouver and is rated E10+ by the ESRB and PEGI 12; visit www.esrb.org and www.pegi.info for more information. Become a fan of [EA SPORTS NHL](http://www.facebook.com/easportsnhl) on Facebook at <http://www.facebook.com/easportsnhl> and follow us on Twitter via <http://www.twitter.com/easportsnhl>.

For more information about EA SPORTS, including news, video, blogs, forums and game communities, please visit www.easports.com to connect, share and compete.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *SSX*™, and *Fight Night* boxing. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 220 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available at <http://info.ea.com>.

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Source: Electronic Arts Inc.

News Provided by Acquire Media