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## Nearly Two Million Fans Downloaded EA FIFA Soccer 13 Demo in First Three Days

*FIFA Soccer 13 Pre-orders Surpass 875,000 Units Two Weeks From Launch*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) announced today that anticipation for EA SPORTS™ *FIFA Soccer 13* has reached record levels—1.99 million people in 73 countries around the world downloaded and played *FIFA Soccer 13* in the three days after the demo launched earlier this week for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, and PC. This is a 29 percent increase compared to the first three days after the *FIFA Soccer 12* demo last year. Two weeks from launch, fans around the world have pre-ordered over 875,000\* copies of *FIFA Soccer 13*—up 37 percent year over year in Europe and a 62 percent increase year over year in North America.



*FIFA Soccer 13* is launching to global critical acclaim. It was rated 91/100 and called the "best football game ever" by GamesMaster Magazine in the UK, and earlier this year, the E3 Game Critics chose *FIFA Soccer 13* as "Best Sports Game" for 2012.

Fans in Europe have the opportunity to get unprecedented six day early access to *FIFA Soccer 13* beginning Sept. 22 through the EA SPORTS Season Ticket program\*\*, and Season Ticket subscribers in North America can begin downloading *FIFA Soccer 13* on Sept. 21. *FIFA Soccer 13* will be available in retail stores on September 25 in North America and September 28 worldwide.

NEARLY TWO MILLION FANS DOWNLOADED EA FIFA SOCCER 13 DEMO IN FIRST THREE DAYS (Photo: Business Wire)

their *FIFA 13 Ultimate Team* via [easportsfootball.com](http://easportsfootball.com). Players will have access to the auction markets and other features in preparation for the season. In *FIFA Ultimate Team* fans earn, buy, trade and bid for coveted players to build a team of the world's best soccer stars.

Early access to *FIFA 13 Ultimate Team* for all returning players\*\*\* begins September 18, enabling fans to start building and managing

*FIFA Soccer 13* captures the unpredictability of the real-world sport with breakthrough features like First Touch Control that ensure no two matches ever play the same, and new online services like EA SPORTS Football Club Match Day that completely connect *FIFA Soccer 13* to the real-world season for the world's top leagues. In the *FIFA Soccer 13* demo, real-world drama such as injuries, suspensions, team form, and media gossip surrounding Manchester City, Arsenal, Juventus, AC Milan and Borussia Dortmund will play out in-game and be reflected through in-game commentary. The *FIFA Soccer 13* demo is available through Origin™, Xbox LIVE and PlayStation Network.

*FIFA Soccer 13* is a part of the EA SPORTS Season Ticket program. Available for \$24.99, EA SPORTS Season Ticket offers subscribers several benefits across *FIFA*, *Madden NFL*, *NHL*®, *Tiger Woods PGA TOUR*®, and *NCAA*® *Football*. EA SPORTS Season Ticket\*\* benefits include:

- Early access to all participating titles
- Access to over \$100 of paid downloadable content across the five participating franchises. *FIFA Soccer 13* specific content is valued at over \$30 and consists of 24 FIFA Ultimate Team Gold Premium packs—one per week for 24 consecutive weeks—to help build an ultimate team of soccer superstars
- An additional 20% off any additional paid downloadable content purchased for participating titles, including *FIFA Soccer 13*

EA SPORTS Season Ticket is available on Xbox 360 and PlayStation 3. For more information, or to subscribe, please visit [www.easports.com/seasonticket](http://www.easports.com/seasonticket).

A *FIFA Soccer 13* trailer, screenshots and fact sheet are available at <http://info.ea.com>.

*FIFA Soccer 13* will be available for the PlayStation 3 with PlayStation Move support, Xbox 360 with Kinect™, PlayStation Vita handheld entertainment system, Nintendo Wii™ console, PC, PlayStation 2 computer entertainment system, Nintendo 3DS™, and PSP® (PlayStation®Portable) system and later this year on Nintendo Wii U™ system. The game will also be available on the App Store for iPhone, iPad, and iPod touch. *FIFA 13* is rated E for everyone by the ESRB and PEGI 3+.

Join almost 10 million fans in the EA SPORTS football community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at [www.twitter.com/easportsfifa](http://www.twitter.com/easportsfifa).

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*, *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](http://www.easports.com).

\* according to internal sales data as of September 13, 2012

\*\*Conditions and restrictions apply. See [www.easports.com/seasonticket](http://www.easports.com/seasonticket) for details.

\*\*\* Players who registered and created a security question in FIFA Ultimate Team 12 between March 7, 2012 and Sept. 7, 2012

## 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50408982&lang=en>

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