



EA Celebrates UEFA EURO 2012 With Exclusive Release of Officially Licensed Videogame

EA SPORTS UEFA EURO 2012 Digital Expansion Pack To FIFA Soccer 12 Gives Fans The Best Way To Experience The Drama Of The Real-World Tournament

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced today that EA SPORTS™ will celebrate UEFA EURO 2012™ with the only officially licensed videogame of the 2012 European Football Championship which begins June 8 in Poland and Ukraine. [EA SPORTS UEFA EURO 2012™](#) will be available as a paid digital expansion pack to fans who own EA SPORTS *FIFA Soccer 12* on the PlayStation®3 computer entertainment system, Xbox 360® video game and entertainment system, and PC. The videogame will be available to fans beginning April 24, 2012.

EA SPORTS *UEFA EURO 2012* recreates all the drama and excitement of the official tournament with all 53 UEFA member national teams, all eight official stadiums in the tournament, and all the pageantry and atmosphere of one of the largest and most-watched sporting events on the planet. Fans will be able to compete online* for national pride and glory as their favourite European country in the UEFA EURO 2012™ tournament against rival nations in the group stage, progress through the sudden victory knockout rounds, and ultimately compete for the chance to be crowned UEFA EURO 2012™ champion. Plus, a live service will drive real-life story lines from the UEFA EURO 2012™ qualifying campaign and during the tournament into the game, enabling fans to relive dramatic moments with challenges based on real-life matches. Challenges will enable fans to earn experience points and level up their EA SPORTS Football Club profile.

"This game will tap into the passion fans have for their national teams by capturing all of the national rivalries in-game, and re-creating all the emotion of the UEFA EURO 2012™ tournament," said Producer Sebastian Enrique. "We are utilizing the best playing *FIFA Soccer* videogame ever, driving live, digital content created from the biggest headlines from the tournament into the game, and offering an exclusive new mode that will challenge gamers in unique and compelling ways."

The all-new Expedition Mode designed exclusively for *UEFA EURO 2012* enables fans to build, manage and compete with a customized team against other European nations, crafting the perfect strategy for European domination. Fans will choose their favourite European player or *FIFA Soccer 12* Virtual Pro to captain their customized team, win matches to earn better players from defeated nations, and then defeat the best nations to earn the best players in a campaign quest to defeat all 53 countries and complete the journey to conquer Europe.

UEFA EURO 2012 is developed by EA Canada in Burnaby, B.C. It is scheduled for release on April 24, 2012 in North America and Europe, and April 25 in other countries around the world. The manufacturer suggested retail price is \$19.99, 1800 MS Points and 2,500 FIFA Points on PC. *UEFA EURO 2012* is rated "E" for Everyone and PEGI 3+. For more information visit: <http://www.ea.com/soccer/euro12>. To download assets visit the EA press site at <http://info.ea.com>.

Join more than eight million fans in the EA SPORTS soccer community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at 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 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.

*INTERNET CONNECTION, Origin (EA) Account registration and FIFA 12 ONLINE PASS required for online play on Xbox 360 and PS3. INTERNET CONNECTION and Origin (EA) Account registration are required for PC. Must be 13+ to create an account.

About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™, and Mass Effect™. More information about EA is available <http://info.ea.com>.

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