



## NCAA Football 12 Kicks Off to Record Start at Retail

*First Two Weeks Sales Up 17 Percent Over Last Year*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: ERTS) announced today that [NCAA® Football 12](#) generated its largest first two weeks at retail (July 12 — July 26) on Xbox 360® and PlayStation®3 platforms in franchise history. Based on internal estimates, after two weeks of sales *NCAA Football 12* is up 17 percent year-on-year with more than 700,000 units sold through.

"We're extremely pleased by the overwhelmingly positive response to *NCAA Football 12* by both critics and college football fans alike," said Peter Moore, President of EA SPORTS. "The team at Tiburon has created the ultimate college football experience which is evident at retail where the game is flying off the shelves."

Critics and fans have applauded the level of depth and authenticity in *NCAA Football 12*, thanks to features like the enhanced [Dynasty mode](#), which allows fans to climb the ranks of the coaching ladder on a mission to lead their team to the coveted national championship. While all-new pre-game traditions, like the Sooner Schooner (Oklahoma), Ramblin' Wreck (Georgia Tech) and Traveler with Trojan Rider (USC) deliver the pride and pageantry of game day Saturday like never before. New York Times stated "*NCAA Football 12* is entertaining and immersive", while Game Informer rated it 9 out of 10.

*NCAA Football 12* has reached a series of gameplay milestones, including:

- More than 870,000 online game sessions have been played — the equivalent of approximately 600 NCAA FBS college football regular seasons.
- More than 50,000 [Online Dynasties](#) have been created, consisting of more than 100,000 user-controlled teams.
- Fans have created more than one million custom teams using the [TeamBuilder website](#), the online create-a-school feature.

*NCAA Football 12* is now available for the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment systems. *NCAA Football 12* has been rated "E" for everyone by the ESRB. *NCAA Football 12* is developed in Orlando, Fla., by EA Tiburon, and licensed through collegiate trademark agency The Collegiate Licensing Company, a division of IMG Worldwide.

For more information, please visit <http://www.ea.com/ncaa-football>

### About Electronic Arts

Electronic Arts (NASDAQ:ERTS) 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 at <http://info.ea.com>.

### About EA SPORTS

EA SPORTS™ is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NBA ELITE* basketball, *NCAA® Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR®* golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com)

to connect, share and compete.

### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

### **About The Collegiate Licensing Company**

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate trademark licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service trademark licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com).

### **About NCAA Football**

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. Visit [www.NCAAFootball.com](http://www.NCAAFootball.com) for more information.

EA, EA SPORTS, EA Mobile, POGO, The Sims and Need for Speed are trademarks of Electronic Arts Inc. Mass Effect is a trademark of EA International (Studio and Publishing) Ltd. John Madden, NFL, FIFA, NBA, NCAA, NHL, Tiger Woods, PGA TOUR and NASCAR are trademarks of their respective owners and used with permission. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox, and Xbox 360 are trademarks of the Microsoft group of companies and are used under license from Microsoft. All other trademarks are the property of their respective owners.

Electronic Arts  
Julie Foster, 407-386-5184  
Communications Manager  
[jfoster@ea.com](mailto:jfoster@ea.com)

or  
Rob Semsey, 407-386-5337  
Communications Director  
[rsemsey@ea.com](mailto:rsemsey@ea.com)

Source: Electronic Arts Inc.

News Provided by Acquire Media