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NCAA Football 13 Storms out of the Tunnel Today

College Football Legends Featured for the First Time in Franchise History in the New Heisman Challenge Mode

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) announced today that [EA SPORTS NCAA® Football 13](#) is now available in North American retail stores. For the first time ever, fans can experience the thrill of playing with some of college football's greatest athletes in the new Heisman® Challenge mode. New additions to Dynasty mode and a major gameplay overhaul combine to create the most immersive college football game ever. Furthermore, *NCAA Football 13* revels in the passion and pageantry of college football with new traditions, mascots, fan chants and more.



(Graphic: Business Wire)

receivers are looking for the ball and ready to make a play, so digital QBs will need to be aware and only make the pass when the receiver is ready.

The improvements extend to both sides of the ball, as the new read and react defensive AI ensures that defenders must see the ball before they attempt to make a play on it. However, the defense will now disguise its coverage before the snap, making it more challenging for players to determine how opponents will attack. All these upgrades in both offense and defense allow *NCAA Football 13* to deliver the game college football fans have been waiting for.

NCAA Football 13 continues to capture the spirit of college football, introducing even more mascots, traditions and cheerleaders than ever before. Boiler Up with the Purdue Boilermaker Special and cheer the Trojans with the USC Song Girls; or chant Boomer Sooner and Texas Fight alongside actual, live-recorded crowds. Players can also enjoy all-new presentations and celebrations for conference championships and rivalry trophies, resulting in what is truly the most passionate edition of *NCAA Football* ever.

The all-new Heisman Challenge mode features *NCAA Football 13* cover athletes Robert Griffin III and Barry Sanders, alongside other former Heisman winners from throughout the history of college football — such as Herschel Walker, Doug Flutie, Desmond Howard and more. Players can put each of these legends on any team they wish, chasing the dream of winning the Heisman with their favorite athlete on their favorite team. Fans can also utilize the brand new Reaction Time feature to literally slow down the on-field action in order to find holes at the line of scrimmage, exploit mismatches in the secondary and decimate the competition. Players will need every advantage they can get as they chase the record-setting seasons posted by the Heisman winners and attempt to capture the hardware once more.

This year's game also features the most dynamic integration ever with ESPN. During Dynasty mode games, fans will see the genuine ESPN Bottom Line ticker and can watch it update with info from contests going on around the country in real time. Priority Score Alerts, Upset Alerts, upcoming matchups and more will provide fans with a complete picture of what's happening in the college football landscape in any given week. The introduction of live Studio Updates adds an exciting new element to Dynasty mode, as ESPN analyst Rece Davis interjects at key moments to showcase the scores and matchups that are making waves around the nation.

In addition, new gameplay innovations make the passing game more enjoyable than ever. Revamped passing trajectories and over 400 new catch animations create more opportunities than ever to carve up opposing defenses through the air. Also, new passing icons indicate when

Fans have the opportunity to take a look behind-the-scenes with [The Making of NCAA Football 13 presented by Dove Men + Care](#) on July 24 at 8:30 pm ET on ESPNU. This exclusive special showcases the people and the technology behind this year's edition of the storied college football franchise. <http://www.youtube.com/watch?v=JY9r3GWJ4WI>

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, a division of IMG College, *NCAA Football 13* is now available on the Xbox 360® videogame and entertainment system and PlayStation®3 computer entertainment system. For more information about *NCAA Football 13*, please visit <http://www.easports.com/ncaa-football>. Press assets are available at <http://ncaafootball13.newslinevine.com/>.

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, *S S X™* and *Fight Night* boxing. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

Press assets for *NCAA Football 13* are available at <http://info.ea.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>.

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.com.

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 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 or 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. NCAA Football is managed by IMG College, a division of IMG Worldwide. For more information on NCAA Football, visit www.NCAAFootball.com.

About the Heisman Trophy Trust

The Heisman Memorial Trophy annually recognizes the outstanding college football player whose performance best exhibits the pursuit of excellence with integrity. Winners epitomize great ability combined with diligence, perseverance, and hard work. The Heisman Trophy Trust ensures the continuation and integrity of this award. The Trust, furthermore, has a charitable mission to support amateur athletics and to provide greater opportunities to the youth of our country. Our goal through these charitable endeavors is for the Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to our youth, especially those disadvantaged or afflicted. For more information on the Heisman Trophy, our charitable mission or for tickets

to the Heisman weekend events please visit www.Heisman.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50335417&lang=en>

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