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EA SPORTS FIFA Soccer 13 Day One Sales Up 42 Percent in North America

Biggest Launch-Day Performance On iOS In EA History

Anticipation For European Launch Peaks With 1.3 Million Pre-Orders Worldwide

Critics Rave with More Than Three Dozen 90+ Review Scores

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced today that EA SPORTS™ [FIFA Soccer 13](#) has launched to unprecedented opening day sales in North America with 353,000* games sold—a 42* percent increase year-over-year—on the PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system. Those fans across North America played a staggering 1.4 million online games in the first 24 hours after the game launched, up 35 percent year-over-year. It was also the biggest global launch-day performance of any iOS game on iPhone®, iPad®, and iPod touch® in EA history. *FIFA Soccer 13* launched Tuesday across North America and will be available around the world beginning Friday.



Momentum in North America was fueled by a launch event in New York hosted by Snoop Lion that propelled the hashtag #SnoopsFIFA13 trending in the United States and worldwide on Twitter, midnight openings at over 2,000 retail stores across the country, and game quality. Critics are praising *FIFA Soccer 13* with 39 review scores of 90 or above. Eurogamer Spain awarded *FIFA Soccer 13* a perfect 100 score, Multiplayer in Italy called it the "best FIFA ever" and JeuxVideo Magazine said "*FIFA 13* approaches a form of perfection."

It was also a record-setting opening for *FIFA Soccer 13* on iOS around the world. *FIFA Soccer 13* for iPhone, iPod touch and iPad achieved the biggest launch-day performance of any EA iOS game in history, with downloads up 62 percent over last year*. *FIFA Soccer 13*

EA SPORTS FIFA Soccer 13 day one Sales up 42 Percent in North America (Photo: Business Wire)

also hit No. 1 in Top Paid Games in 55 countries and No. 1 in Top Grossing Games in 24 countries on the App Store^.

Similar to North America, there is unprecedented anticipation for *FIFA Soccer 13* around the rest of the world. For the first time in the history of EA SPORTS, over 1.3 million games** (and still counting) have been preordered worldwide, pointing toward a historic opening when the game launches around the world on Friday.

"We're thrilled that fans throughout North America have embraced *FIFA Soccer 13* in such a big way," said Andrew Wilson, Executive Vice President of EA SPORTS. "North Americans appreciate a great-playing game and their level of engagement with our game is helping to drive the sport's popularity in the United States."

During the month of September four North American cities—Los Angeles, New York, Toronto and Chicago—trailed only London, England, among the top five cities^^ with the most engaged fans among the 10 million fans in the EA SPORTS soccer community on Facebook at <http://www.facebook.com/easportsfifa>. Additionally, the *FIFA Soccer 13* demo was played by 294,000 first-time *FIFA Soccer* fans in the United States. In a story published Tuesday on [ESPN.com](http://espn.com) that can be read here <http://espn.com/OnKiwc>, leading soccer journalist Roger Bennett credited the EA SPORTS *FIFA Soccer* franchise as being a key driver in the popularity of soccer in the United States.

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. The *FIFA Soccer 13* demo is available through Origin™, Xbox LIVE™ and PlayStation Network. *FIFA Soccer 13* trailers, screenshots and fact sheet are available at <http://info.ea.com>.

FIFA Soccer 13 will be available for now in retail stores throughout North America, and as a digital download through Origin. The videogame is 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 November 18 on Nintendo Wii U™ system. The game is available on the App Store for iPhone, iPad, and iPod touch. *FIFA Soccer 13* is rated E for everyone by the ESRB and PEGI 3+.

Join more 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. The *FIFA Soccer 13* website is <http://www.ea.com/ca/fifa-soccer-13>

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.

*According to internal data

** according to internal sales data as of September 25, 2012 in NA, and Sept. 22 in EU

^ According to AppAnnie.com

^^ According to Facebook.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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50423125&lang=en>

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