



Madden NFL 12 Launches Onto Store Shelves Today

Get Back to Football with the Most Authentic Madden Ever

All-New Mobile and Facebook Versions Also Available

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:ERTS) announced today that [Madden NFL 12](#) is now available at retail stores throughout North America and will release in select countries worldwide on September 2. *Madden NFL 12* is available on the Xbox 360® video game system from Microsoft, PlayStation®2 and PlayStation 3, Wii™, and PSP (PlayStation®Portable) handheld entertainment system. Simultaneous mobile releases of *Madden NFL 12* are also available for Android devices, iOS devices and feature phones. In addition an updated version of [Madden NFL Superstars](#) is now playable on Facebook.

Madden NFL 12 continues the rich tradition of the franchise by bringing fans closer to the NFL than ever before by transforming on-field action and core gameplay modes, and driving innovation in six key areas: **Playbooks and Gameplay; Presentation; Franchise and Superstar modes; Dynamic Player Performance; Madden Ultimate Team***; and **Online Communities***. Whether battling your rivals on the couch or online, leading your favorite team to the Super Bowl in Franchise mode, or building the ultimate dream team in Madden Ultimate Team, *Madden NFL 12* is *True* to the NFL, *True* to the Franchise and *True* to the Game.

Madden NFL 12 marks the first title to participate in the *EA SPORTS™ Season Ticket* program**. Season Ticket subscribers were provided full digital access to *Madden NFL 12* three days before retail launch, and moving ahead will be able to take advantage of a 20% discount on Madden Coins for use in Madden Ultimate Team and Online Scouting.

"*Madden NFL 12* sets a new benchmark in the franchise by delivering an incredibly realistic NFL experience. The level of detail in the game is unrivaled - it's more authentic, more visceral," said Cam Weber, GM of Football, EA SPORTS. "From the all-new collision system that allows you to feel every bone crunching hit to the revolutionary Dynamic Player Performance system that replicates how players' skills and confidence rise and fall based on their on-field performance, *Madden NFL 12* lives and breathes all the glory and heartache of the NFL. No two games will ever be the same."

The *Madden NFL 12 Hall of Fame Edition*, featuring former St. Louis Rams running back and Pro Football Hall of Fame inductee Marshall Faulk, includes the full version of *Madden NFL 12*; an exclusive Panini trading card, hand-signed by Marshall Faulk, with one solid, 18k gold autographed card randomly inserted into one Xbox 360 and one PlayStation 3 copy; and an exclusive *Madden Ultimate Team* Platinum Pack featuring a combination of 13 NFL Hall of Famers and former *Madden NFL* cover athletes, including: Marshall Faulk, Barry Sanders, Jerry Rice, Rod Woodson, Eddie George, Michael Vick, Donovan McNabb, Ray Lewis, Shaun Alexander, Vince Young, Larry Fitzgerald, Troy Polamalu and Drew Brees. The *Madden NFL 12 Hall of Fame Edition* has a limited run of 125,000 total copies exclusively available in the United States for the PlayStation 3 and Xbox 360.

Madden NFL 12 is now available and retails for \$59.99 on the Xbox 360 video game system from Microsoft and the PlayStation 3, \$49.99 on Wii™, and \$39.99 on PlayStation 2 and PSP (PlayStation Portable) handheld entertainment system.

The most popular NFL video game for smartphones is back bringing the most authentic NFL experience to mobile devices. Take your *Madden NFL 12* experience on the go with all 32 NFL teams in authentic stadiums, updated rosters, enhanced graphics and animations, and new features and modes exclusive to the mobile platform. Fan favorite features such as "Total Defensive Control," "Action Control Time," "GameFlow" and "Hot Routes Everywhere" deliver an even more stunning version of Madden on Android and iOS devices. *Madden NFL 12* is now available for Android devices, iOS devices and feature phones.

An all-new version of the highly popular free-to-play football game, *Madden NFL Superstars*, launches today on Facebook. [Madden NFL Superstars 12](#) gives fans the unique experience of building and managing a team of NFL players to compete against friends on the world's largest social network. The upgraded *Madden NFL Superstars 12* provides a host of new gameplay enhancements, including the ability to build an entire franchise including stadium complex, front office, and practice and training facilities. Players can also coach their way to victory by making key play decisions throughout each game and expanded statistics showcase the top performers of each game, including an MVP. With all new cards and card collections, *Madden NFL Superstars 12* is the ideal sports gaming experience on Facebook for any NFL fan. Since its launching in 2010,

Madden NFL Superstars has averaged nearly 2 million monthly active users and currently has over 5 million created teams.

Since its debut in 1989, *Madden NFL* has over sold-in over 90 million copies to date. To learn more about *Madden NFL 12*, visit www.ea.com/madden-nfl. For *Madden NFL 12* assets, visit: maddennfl12.newslive.com.

Madden NFL 12 is developed in Orlando, Florida by EA Tiburon. 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 personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL* hockey, *NBA JAM*, *NCAA* Football, *Fight Night* boxing, *EA SPORTS MMA*, *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 to connect, share and compete.

* *Madden NFL 12*, EA Account, Online Pass and an internet connection are required for play. You must be at least 13 years old to register for an EA account.

** *EA SPORTS™ Season Ticket* is an all-new program that provides four new premium benefits for an annual fee of \$24.99 or 2000 Microsoft Points: access to play all participating EA SPORTS games via a full-game digital download three days before consumers have the option to purchase a disc at retail launch; a 20-percent discount on downloadable game content; free premium web content; and membership recognition. Beginning with *Madden NFL 12*, the participating franchises include *Madden NFL Football*, *NHL hockey*, *FIFA Soccer*, *Tiger Woods PGA TOUR* golf and *NCAA* Football. *EA SPORTS Season Ticket* is available on Xbox 360 in North America, Europe, Australia and New Zealand, and on PlayStation 3 in North America. Conditions and restrictions apply. For more information on the program — including subscription instructions, please visit www.easports.com/seasonticket.

All player participation has been facilitated by National Football League Players Incorporated, the licensing and marketing subsidiary of the NFL Players Association.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™, and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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