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EA SPORTS FIFA Soccer 13 Sells over 4.5 Million Games in Five Days to Become Biggest Videogame Launch of 2012

Record-Smashing 800,000 Peak-Simultaneous Players Online

More Than 70 Critics Award Review Scores Of 90 Or Higher

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced the record-smashing start of EA SPORTS™ [FIFA Soccer 13](#), selling over 4.5 million games across all platforms worldwide* in just five days. It is the biggest videogame launch of 2012 and biggest sports videogame launch of all-time. *FIFA 13* was the No. 1 selling game in at least 40 countries around the world.

The blistering *FIFA Soccer 13* launch which began September 25 was driven by high game quality and record sales in key regions, led by more than 1.23 million^ games sold in the first 48 hours in the United Kingdom. *FIFA Soccer 13* is only the second videogame franchise ever to sell more than 1 million units in the UK within just 1 day.

Critics are praising *FIFA Soccer 13* with 75 reviews scores of 90 or above. Joystiq awarded *FIFA 13* a perfect 100 score, saying "*FIFA 13* is, in a word, superb." Multiplayer in Italy called it the "best FIFA ever" and JeuxVideo Magazine said "*FIFA 13* approaches perfection."

Fans are also playing *FIFA Soccer 13* in record numbers. September 30, 2012 was the busiest day for online gaming for a single title in EA history. An astounding 800,000** fans played *FIFA Soccer 13* simultaneously. More than 66 million online game sessions have already been played on *FIFA Soccer 13*, representing a staggering 600 million minutes of online play.

"*FIFA Soccer 13* is a critical and commercial success unprecedented in sports entertainment," said Andrew Wilson, Executive Vice President of EA SPORTS. "Every minute of every day millions of fans around the world are experiencing what the critics have already said — *FIFA Soccer 13* is the biggest and best sports game we have ever created."

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 is available now in retail stores around the world, 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 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 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.

* according to internal sales data as of October 1, 2012.

^ according to GfK Chart-Track Total UK Market estimates

** according to internal data sources as of October 1, 2012.

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 <http://info.ea.com>.

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