



EA SPORTS UEFA EURO 2012 Digital Expansion Pack to FIFA Soccer 12 Available Today for Download

Fans To Determine Real-World Matches And Story Lines Replayed In-Game

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) announced today that EA SPORTS™ **UEFA EURO 2012™** is available in North America and Europe as a paid digital expansion pack to fans who own EA SPORTS *FIFA Soccer 12* on the PlayStation®3 computer entertainment system, Xbox 360® video game and entertainment system, or PC.



The only officially licensed videogame of the 2012 European Football Championship which begins June 8 in Poland and Ukraine, EA SPORTS *UEFA EURO 2012* recreates all the drama and excitement of one of the largest and most-watched sporting events on the planet. Fans will be able to compete for glory as their favourite European country in the UEFA EURO 2012™ tournament against rival nations in the group stage, progress through the sudden victory knockout rounds, and ultimately compete for the chance to be crowned UEFA EURO 2012™ champion.

Today EA SPORTS unveiled plans to determine the best players in the world playing *UEFA EURO 2012* on the PlayStation®3 and Xbox 360®. The two best players on each console will be determined through a series of online qualifiers. Those players will meet in the

EA SPORTS UEFA EURO 2012 DIGITAL EXPANSION PACK TO FIFA SOCCER 12 AVAILABLE TODAY FOR DOWNLOAD (Photo: Business Wire)

championship final on the pitch at Olympic Stadium in Kiev, Ukraine, hours before their heroes step onto the same pitch to compete for the UEFA EURO 2012™ championship. Competition details are available at www.ea.com/intl/football/1/euro12-tournament

EA SPORTS and Coca-Cola Zero™ are teaming up to deliver an online service that will drive real-life story lines from the UEFA EURO 2012™ qualifying campaign and during the tournament into the game, enabling fans to relive dramatic moments with challenges based on real-life matches. Fans are able to submit matches and vote on the ones they want to replay by visiting the EA SPORTS football community at <http://www.facebook.com/easportsfifa>. Challenges that receive the most votes will be pushed into the game weekly between April 27 and July 5, 2012. Challenges will enable fans to earn experience points and level up their EA SPORTS Football Club profile.

UEFA EURO 2012 also features a new mode called Expedition that enables fans to build, manage and compete with a customized team against other European nations, crafting the perfect strategy for European domination. Fans will choose their favorite European player or *FIFA Soccer 12* Virtual Pro to captain their customized team, win matches to earn better players from defeated nations, and then defeat the best nations to earn the best players in a campaign quest to defeat all 53 countries and complete the journey to conquer Europe.

UEFA EURO 2012 is developed by EA Canada in Burnaby, B.C. The manufacturer suggested retail price is \$19.99 or 1800 MS Points. It is 2,500 FIFA Points on PC. *UEFA EURO 2012* is rated "E" for Everyone. To download assets visit the EA press site at <http://info.ea.com>.

Join more than eight million fans in the EA SPORTS football community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at www.twitter.com/easportsfifa.

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, *SSX*, and *Fight Night* boxing. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com.

About Electronic Arts

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

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50251276&lang=en>

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