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## EA SPORTS FIFA Soccer 13 Poised for Historic Opening as Game Launches in North America

*Anticipation Peaks With 4.6 Million Fans Playing Demo And Over 1 Million Pre-Orders Worldwide*

*Dedicated U.S. Advertising Features Andrew Luck, Snoop Lion, And A\$AP Rocky*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) announced today that EA SPORTS™ [FIFA Soccer 13](#) is available in retail stores now throughout North America, and as a digital download through Origin™. The videogame will be available in the rest of the world beginning Sept. 28.



EA SPORTS FIFA Soccer 13 Poised for Historic Opening as Game Launches in North America (Photo: Business Wire)

surpassed 10 million Likes, and according to Brandwatch, *FIFA Soccer 13* was mentioned every 1.3 seconds<sup>^^</sup> on Twitter, YouTube and other social media platforms in the three days after the demo launched.

*FIFA Soccer 13* is already a critical success with 32 review scores of 90 out of 100 or higher. In Spain, Eurogamer awarded *FIFA Soccer 13* a perfect 100 score, while [Vandal.net](#) (94/100) described the action as "close to perfection." In Italy, *FIFA Soccer 13* earned 95/100 from Multiplayer, who called the game the "best FIFA ever." In France, JeuxVideo Magazine (90/100) said "*FIFA 13* approaches a form of perfection," while UK magazine GamesMaster (91/100) called it "football perfection."

*FIFA Soccer 13* will once again give players all over the world the opportunity to compete to become a true FIFA World Champion by competing in the FIFA Interactive World Cup, one of the in-game modes. The tournament broke its own competitor record last year with more than 1.3 million registered players all over the world.

*FIFA Soccer 13* in North America is launching with a dedicated broadcast and digital advertising creative campaign with an all-star cast of sports and celebrity icons. Created by Wieden + Kennedy, 'Join The Club' campaign features Barcelona and Argentina superstar Lionel Messi, Indianapolis Colts quarterback Andrew Luck, entertainer Snoop Lion, rapper A\$AP Rocky, and ESPN host Monica Gonzalez. The video can be viewed here: [http://www.youtube.com/watch?v=EhzSM\\_m-QZQ&feature=plcp](http://www.youtube.com/watch?v=EhzSM_m-QZQ&feature=plcp)

Today also marks the official start of the "The Soccer & Speed Tour" in the United States, a 65-city, nine-week long program that showcases *Need for Speed: Most Wanted*, winner of 18 Best Racing Game awards, and *FIFA Soccer 13*, chosen Best Sports Game by E3 Game Critics the last two years in a row. Throughout nine weeks, three vehicles, each outfitted with 15 Xbox 360 consoles, an HD projector, and a full-time crew, will travel throughout the United States. At each Tour stop, fans will have the opportunity to play *FIFA Soccer 13* and *Need for Speed: Most Wanted*. For more information about The Soccer &

Anticipation for *FIFA Soccer 13* points to a historic opening expected to be the biggest sports videogame launch ever. More than 1 million\* games (and counting) have been pre-ordered worldwide, while over 4.6 million\*\* fans—the most ever for an EA SPORTS game—in 123 countries have played the demo for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, and PC. This represents a 42 percent increase year-over-year in demo users worldwide. In North America, over 875,000 fans have played the demo, driven largely by 294,000 first-time *FIFA Soccer* fans in the United States.

Social media indicators are revealing massive interest and momentum in the game. The EA SPORTS football community on Facebook at <http://www.facebook.com/easportsfifa> has

Speed Tour, including specific Tour stop details, visit the Tour's Twitter Feed at <http://twitter.com/EAFIFA13Tour> or the FIFA Facebook page: <http://on.fb.me/QliHCa>

FIFA Soccer 13 trailers, screenshots and fact sheet are available at <http://info.ea.com>.

FIFA Soccer 13 will be 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](http://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](http://www.easports.com).

\* according to internal sales data as of September 15, 2012 in NA, and Sept. 19 in EU

\*\*According to internal data

^^ According to Brandwatch between Sept. 10-12, 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 at <http://info.ea.com>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50420416&lang=en>

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