



May 15, 2012

EA SPORTS Unveils Revolutionary Set of Game-Changing Innovations for FIFA Soccer 13

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today unveiled five game-changing innovations that will bring revolutionary changes to EA SPORTS™ *FIFA Soccer 13* along with the largest and deepest feature set in the history of the franchise.

"We are perfecting the best sports game in the world with innovations that capture all the drama and unpredictability of the real-world game," said David Rutter, Executive Producer for *FIFA 13*. "These are game-changing innovations that will revolutionize our artificial intelligence, dribbling, ball control and collisions to create a true battle for possession across the entire pitch, and deliver freedom and creativity in attack."

The most sophisticated artificial intelligence ever achieved for the FIFA Soccer franchise will drive *FIFA Soccer 13* on HD consoles and PC. All-new Attacking Intelligence enables players to analyze space, work harder and smarter to break down defenses, and think two plays ahead. Players now possess the intelligence to create, curve, or alter runs to capitalize on openings as they occur, make runs that pull defenders out of position to open passing channels for teammates, and better position themselves for new attacking opportunities.

In *FIFA Soccer 13* every touch matters with the most comprehensive and intuitive dribbling system ever developed. Inspired by the world's best player, Lionel Messi, Complete Dribbling enables players to face their opponent and use precise dribble touches combined with true 360° mobility with the ball, so it's easier to be more creative and dangerous in 1v1 opportunities. Players change direction quicker, are more explosive accelerating with the ball, and are more effective shielding defenders for longer stretches. *FIFA 13* 1st Touch Control transforms the way players control the ball, eliminating near-perfect touch for every player on the pitch, and creating variety and uncertainty around ball control. Factors such as defensive pressure, trajectory of the ball, and velocity of the pass now impact a player's first touch, creating more opportunities for defenders to win back possession.

The second generation of the Player Impact Engine expands physical play from just collisions to off-the-ball battles between players. Defenders push and pull for position, and use their size and strength to win possession or force opponents into poor touches and decisions before the ball arrives. *FIFA 13* Tactical Free Kicks provides the tools to create dangerous and unpredictable free kicks utilizing the most skillful players on the pitch. Position up to three attacking players over the ball and utilize dummy runs and more passing options to create elaborate free kicks. Opponents can counter by adding or subtracting players to the wall, creeping the wall forward, or sending a bullet man to intercept the pass or block the shot.

FIFA Soccer 13 will also feature:

- Improved Career Mode with major changes developed in response to requests from the most passionate fans of the franchise.
- New features to enhance the massive EA SPORTS FIFA online offering, including improvements to the wildly popular Head-To-Head Seasons mode
- Multiple new features and benefits to EA SPORTS Football Club, the live service that is the heartbeat of FIFA
- Complete authenticity with more than 500 officially licensed clubs.

Additional new modes and features will be announced in the months ahead.

FIFA Soccer 13 will be available in stores world-wide this fall for the PlayStation®3 computer entertainment system with PlayStation Move support, Xbox 360® videogame and entertainment system with Kinect™, PlayStation®Vita handheld entertainment system, Wii™, PC, PlayStation®2 computer entertainment system, Nintendo 3DS™, PSP™ (PlayStation®Portable) system, iPhone®, iPad®, iPod® touch and other mobile platforms. The game has not yet been rated. Screenshots are available at <http://info.ea.com>.

Join more than nine 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*, *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 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 bit.ly/info.ea.com](http://bit.ly/info.ea.com).

EA SPORTS, *The Sims*, *SSX* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. *Battlefield* is a trademark of EA Digital Illusions CE AB. Official FIFA licensed product. "© The FIFA name and OLP Logo are copyright or trademark protected by FIFA. All rights reserved." Manufactured under license by Electronic Arts Inc. John Madden, NFL, NBA, NCAA, Tiger Woods and PGA TOUR and FIFA are the property of their respective owners and used with permission. "PlayStation" and "PSP" are registered trademarks of Sony Computer Entertainment Inc. KINECT and Xbox 360 are trademarks of the Microsoft group of companies and are used under license from Microsoft. Wii and Nintendo 3DS are trademarks of Nintendo. iPad, iPod and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50277572&lang=en>

Electronic Arts Inc.
Steve Frost, 604-456-5067
Manager, Communications
sfrost@ea.com
Colin Macrae, 604-456-3685
Sr. Director, Communications
cmacrae@ea.com
David Tinson, 650-628-5189
VP, Communications
dtinson@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media