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EA SPORTS and NCAA Football Kick Off Annual Fellowship

EA Seeks Former Football Student-Athletes to Contribute to Videogame Development

REDWOOD CITY, Calif. & LEXINGTON, Ky.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) and [NCAA Football](#) today announced the return of their annual fellowship program that debuted last year, which provides former football student-athletes an opportunity to gain first-hand knowledge of the games industry as well as the business of sports.

EA SPORTS and NCAA Football will offer two post-graduate, former football student-athletes an opportunity to apply their skills and knowledge of the sport to the newest edition of the [EA SPORTS™ NCAA@ Football](#) videogame through a sixteen-week full-time, paid fellowship, commencing in January 2013. The positions will be based out of the EA Tiburon studio in Orlando, Fla. EA SPORTS will be accepting applications for the fellowship program beginning today.

"We are excited to continue the fellowship program with NCAA Football again this year," said Cam Weber, GM of Football, EA SPORTS. "The addition of the football student-athletes through last year's program proved to be successful, as their experience contributed to the depth and authenticity of our games. We look forward to working with the participants who are selected this year."

The *NCAA Football* videogame franchise delivers the pride and pageantry of gameday by connecting players to the emotion of the college football experience. From fight songs to school specific traditions, Division I FBS college programs are recreated with unparalleled authenticity. Interns selected for the fellowship will be challenged to translate their college football journey to creating compelling new game experiences for football fans.

"We were very pleased with the success of last year's fellowship and look forward to again providing former football student-athletes an opportunity to parlay their passion for the game to a unique young professional experience," added Karl Benson, chair, NCAA Football.

Interested applicants may contact Shawna Adamson, EA SPORTS University Relations Manager, at sadamson@ea.com.

EA SPORTS *NCAA Football* is developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, a division of IMG College.

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 to connect, share and compete.

Find EA SPORTS *NCAA Football* on Facebook: [facebook.com/easportsncaafootball](https://www.facebook.com/easportsncaafootball)

Follow EA SPORTS *NCAA Football 13* on Twitter: [@EANCAAFootball](https://twitter.com/EANCAAFootball)

Follow NCAA Football on Twitter: [@NCAAFootball](https://twitter.com/NCAAFootball)

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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About NCAA Football

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. NCAA Football is managed by IMG College, a division of IMG Worldwide. For more information on NCAA Football, visit www.NCAAFootball.com.

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