



Fans Select Drew Brees as Madden NFL 11 Cover Athlete

Cover Selection Marks First in Series of Initiatives Enabling Madden NFL Fans to Shape Franchise

REDWOOD CITY, Calif., Apr 22, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced today that New Orleans Saints quarterback Drew Brees has been chosen by fans to be featured on the cover of *Madden NFL 11*, set to hit retail shelves on Tuesday, August 10. The *Madden NFL 11* cover announcement is the result of a first-ever online consumer vote, powered by the Doritos "Change the Game" program, which empowered fans to select the highly-debated cover athlete. The partnership between EA SPORTS(TM) and the Doritos brand represents the first in a series of initiatives this year which allow fans to help shape the future of the franchise.

Doritos "Change the Game" allowed fans to submit their vote online, with Drew Brees winning over Minnesota Vikings defensive end Jared Allen and Indianapolis Colts wide receiver Reggie Wayne.

"The *Madden NFL* franchise holds a special place in popular culture and the cover is a coveted position for players all over the league," said New Orleans Saints quarterback Drew Brees. "I'm honored to be the first cover athlete chosen by *Madden NFL* fans and it's a great way to cap off an amazing year for the Saints and the city of New Orleans."

From February 4 - March 15, fans logged on to www.doritoschangethegame.com to vote daily for one of the three nominees. Voters were also entered into a drawing for a chance to win a trip to the 2010 NFL Draft. During the voting period, former NFL all-stars and *Madden NFL* cover legends Eddie George, Marshall Faulk and Shaun Alexander were featured on limited-edition Nacho Cheese and Cool Ranch Doritos bags to inspire fans to vote for the next *Madden NFL* cover athlete.

"Drew's exceptional performance during the regular season and in Super Bowl XLIV resonated with voters and helped cement his position as the fans' choice to grace the cover of *Madden NFL 11*," said Todd Sitrin, Group Vice President, EA SPORTS Global Marketing. "Giving fans the power to select this year's *Madden NFL* cover underscores our commitment to connecting with our fans and giving them opportunities to influence the game."

"Doritos is always looking for unprecedented opportunities to provide our fans access to the things they are most passionate about, and we are thrilled we were able to partner with EA SPORTS to give consumers complete control over this highly anticipated gaming moment," said Rudy Wilson, vice president, marketing, Frito Lay.

Drew Brees was named Super Bowl XLIV MVP after leading the New Orleans Saints to their first ever Super Bowl title. Following a career threatening injury during his last season with the San Diego Chargers, Brees joined the New Orleans Saints in 2005, less than a year after Hurricane Katrina. Since then, Brees has helped rebuild the city and the football team, through his successes on the field and contributions to the community off the field.

Brees's decorated NFL career has included four Pro Bowl selections, three All Pro selections, three NFC Offensive Player of the Year awards, the Associated Press 2008 NFL Offensive Player of the Year and the *Pro Football Weekly* 2004 Comeback Player of the Year. Off the field, Brees has been a champion as well through his charity - the Brees Dream Foundation - and his work in the New Orleans, San Diego and West Lafayette/Purdue, Ind. communities, which have provided over \$4,500,000 to charitable causes and academic institutions.

Beyond the cover athlete selection, the franchise has also recently introduced two new initiatives that further enable fans to influence *Madden NFL 11*. From March 31 - April 26, fans have had the ability to vote on three match-ups through the [Madden NFL website](#) and determine which teams would be featured in the *Madden NFL 11* game demo: a Super Bowl rematch, or a replay of one of the Conference Championship games. During the 2010 NFL Draft, fans will have the opportunity to influence rookie player ratings in *Madden NFL 11* via online votes on the [Madden NFL website](#).

Madden NFL 11 will redefine videogame football for both veteran and rookie players by providing a *Simpler, Quicker* and *Deeper* experience:

- **Simpler:** Call plays like an NFL coach with ease using an all-new play-calling system, GameFlow, which executes an authentic, situational game plan for you.
- **Quicker:** The new play-calling system will enable players to spend more time on the field and less in the playbook - completing games in half of the time.
- **Deeper:** *Madden NFL 11* is feature-rich, with improved animations and control options, enhanced online functionality, and new broadcast and audio presentation that delivers the NFL experience fans have come to expect.

Madden NFL 11 will be available on the Xbox 360(R) video game system from Microsoft, PlayStation(R)2 and PlayStation 3 computer entertainment systems, Wii(TM), and PSP(R) (PlayStation(R)Portable) handheld entertainment system. *Madden NFL 11* will also be available for download globally on mobile platforms including iPod(R) touch and iPhone(R) and feature phones.

Madden NFL 11 is developed in Orlando, Florida by the EA Tiburon studio, which also produces NCAA(R) Football, Tiger Woods PGA TOUR(R), and EA SPORTS(TM) MMA.

For more information about *Madden NFL 11* please visit maddenNFL.easports.com. Consumers should also check in regularly at www.doritoschangethegame.com for details on what's to come from Doritos and *Madden NFL 11*. For pack art and screenshot assets from *Madden NFL 11* please visit <http://info.ea.com>.

All player participation has been facilitated by NFL PLAYERS, the licensing and marketing subsidiary of the NFL Players Association.

EA SPORTS(TM) is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including Madden NFL football, FIFA Soccer, NHL(R) hockey, NBA LIVE basketball, NCAA(R) Football and NCAA Basketball, Fight Night boxing and Tiger Woods PGA TOUR(R) golf, EA SPORTS MMA and EA SPORTS Active(TM).

For more information about EA SPORTS, including news, video, blogs, forums and game communities, please visit www.easports.com to connect, share and compete.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile(TM) and POGO(TM). In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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About Frito-Lay

Doritos tortilla chips is one of the many brand that make up Frito-Lay North America, the \$12 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo business units include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana. Learn more about Frito-Lay at the corporate Web site, <http://www.fritolay.com/>, the Snack Chat blog, <http://www.snacks.com/> and on Twitter at www.twitter.com/fritolay.

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for

the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit www.pepsico.com

About NFL PLAYERS

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. Representing more than 1,800 active and many memorable retired NFL players, NFL PLAYERS "takes the helmets off" the players and markets them as personalities as well as professional athletes. Through an exclusive sponsorship agreement between the organization and the NFL, players are integrated into NFL sponsor activation programs. In addition, under an exclusive agreement between NFL PLAYERS and the NFL, NFLPLAYERS.COM, the company's official website, is part of the NFL Internet Network. Each year NFL PLAYERS negotiates and facilitates extensive player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit NFLPLAYERS.COM.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6260554&lang=en>

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