

## MADDEN NFL 13 BULL RUSHES INTO STORES

*Innovative Physics Technology Headlines the Most-Anticipated Madden NFL Game in Years*

REDWOOD CITY, Calif.,- August 28, 2012– [Electronic Arts Inc.](#) (NASDAQ: EA) announced today that [Madden NFL 13](#) is now available at retail stores throughout North America. *Madden NFL 13* is available on the Xbox 360® video game and entertainment system from Microsoft and the PlayStation®3 computer entertainment system. Powered by the all-new Infinity Engine, *Madden NFL 13* delivers physics you can feel on every play. Core gameplay innovations such as total control passing, ball hawk and read and react defensive AI, combine to create the most realistic *Madden NFL* game ever.

Early critical reception for *Madden NFL 13* has been outstanding, with PlayStation: The Official Magazine calling it a “generation-defining effort.” GamesRadar adds that “We can’t – and won’t – stop playing,” while Game Informer states that the brand-new Connected Careers is “a brilliant mode.” With accolades such as these it’s easy to see why *Madden NFL 13* is so eagerly-anticipated by fans.

“*Madden NFL 13* is the biggest game-changer in the history of the franchise,” said Cam Weber, GM of American Football at EA SPORTS. “*Madden NFL 13* will deliver to our consumers the most realistic gameplay ever, and innovations like the Infinity Engine will completely redefine how fans will play *Madden NFL*. With deep new gameplay innovation, social integration, and an overhaul of the audio and visual presentation, *Madden NFL 13* stands as a benchmark entry for the franchise.”

In addition to Infinity Engine, the new Connected Careers mode also debuts this year. Connected Careers allows fans to build their own legacy or relive a legend’s as a player or coach, in a fully connected universe of up to 32 friends per league. Weekly, seasonal and milestone goals set the benchmarks for progress, and fans can not only choose to make history as a created or real life player or coach, but also relive the legendary careers of all-time greats including Walter Payton, Michael Irvin, Steve Young and more. Combine all these elements with a dynamic story engine, a virtual Twitter feed, social integration and team management from PCs, tablets and smartphones and you have the first true sports RPG, encased in a fully connected universe that’s on 24/7.

*Additional New Features and Modes include:*

- **New Madden Ultimate Team Edition:** Brand new trading cards and an overhauled card management system allows fans to curate the biggest collection ever, while new features like Solo Challenges make the mode more diverse and enjoyable than ever before. In addition, completing certain challenges and collections will allow fans to unlock special cards for legendary players and coaches that can not only be used in Madden Ultimate Team, but also carry over into Connected Careers.
- **Xbox 360 Kinect Integration:** The new features don’t stop there, as Xbox 360 owners can also utilize the Kinect™ sensor for pre-play audibles and adjustments on both offense and defense. With a library of over 6,000 commands fans will be able to change plays, call receiver-specific hot routes, alter defensive assignments, call a blitz and more with the power of their voice. It’s yet another way that *Madden NFL 13* presents the most authentic and feature-rich football experience ever.
- **3-D Broadcast Booth:** The new commentary team of Jim Nantz and Phil Simms, combined with a fully-scored orchestral theme, set the table for game day, while authentic sound effects, QB cadences and player chatter bring the stadium environment to life.
- **Streamlined Live Updates:** Experience extras like Madden Moments Live, roster updates and more all in one convenient location. Bonus content is also available for fans who have played previous *Madden NFL* titles, *NFL Blitz* and *NFL Tour*.

*Madden NFL 13* is part of the [EA SPORTS™ Season Ticket](#) program. Season Ticket subscribers were provided full digital access to *Madden NFL 13* three days before retail launch, and will have the opportunity to download 24 Pro Packs and one Legendary Pack in Madden Ultimate Team, a value of over \$30. Subscribers are also entitled to 20% off any additional paid downloadable content purchased for *Madden NFL 13*.

*Madden NFL 13* is developed in Orlando, Florida by EA Tiburon. *Madden NFL 13* is now available and retails for \$59.99 on the Xbox 360 and the PlayStation 3, and is also available for \$49.99 on Nintendo's Wii™ console and \$39.99 on PlayStation® Vita system. To learn more about *Madden NFL 13*, visit <http://www.easports.com/madden-nfl>. For *Madden NFL 13* assets, visit: <http://maddennfl13.newslivevine.com/> or <http://info.ea.com>.

All player participation has been facilitated by National Football League Players Incorporated, the licensing and marketing subsidiary of the NFL Players Association.

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](http://www.easports.com) to connect, share and compete.

#### **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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