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## **MADDEN NFL 13 SOCIAL TACKLES IPHONE, IPAD and FACEBOOK**

*All-New Free-to-Play Game Allows Football Fans to Get Their Fix in Minutes Anytime, Anywhere*

**REDWOOD CITY, Calif.,- Nov. 1, 2012**– [Electronic Arts Inc.](#) (NASDAQ: EA) announced today that [Madden NFL 13 Social](#) is now available on [iPhone](#), [iPad](#) and [Facebook](#)®. The all-new game delivers an exciting free-to-play mobile experience for NFL fans on the go, allowing players to get their football fix in minutes as they compete with friends in the ultimate offensive shootout from their iPhone or iPad, plus Facebook online. *Madden NFL 13 Social* marks the first time EA SPORTS has offered a full game experience across mobile and Facebook, connecting gamers like never before. Easy to pick up and play, players can create and manage their ideal NFL team and face-off with friends on the virtual gridiron anytime, anywhere.

*Madden NFL 13 Social* is a game for all skill levels, providing straightforward play calling for the master strategist and on-field action for those who want direct control of their team. The game combines elements of the fan-favorite Madden Ultimate Team with unique mobile gameplay to create a brand-new experience. Fans can open card packs, set their lineups and buy and sell cards in the auction house to assemble an unbeatable roster. Every offensive drive earns coins, allowing fans to jump into the shop and buy new card packs, further improving their squad.

*Madden NFL 13 Social* features explosive offensive action with true cross-platform play, a first for the franchise. The asynchronous gameplay allows football devotees the opportunity to challenge friends to a game on their iPad, play a few drives on Facebook, then continue the action on the iPhone. Playing the game on Facebook is as simple as selecting an offensive play and then watching the results produced by the authentic *Madden NFL* sim engine. iPhone and iPad users can take matters into their own hands by swiping the touchscreen for spins and jukes, as well as tapping open receivers downfield to deliver the perfect strike over the defense.

*Madden NFL 13 Social* is developed in Orlando, Florida by EA Tiburon and is now available for free on iPhone, iPad and Facebook. To learn more about *Madden NFL 13 Social*, visit <http://www.easports.com/madden-nfl/feature/mobile>.

All player participation has been facilitated by NFL PLAYERS INC., 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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