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MADDEN NFL 12 COVER ATHLETE VOTED ON BY THE FANS

Campaign Puts Power into the Hands of the Fans
All 32 NFL Teams Represented in Cover Athlete Vote Exclusively Through ESPN.com

REDWOOD CITY, Calif., - March 21, 2010 - Electronic Arts Inc. (NASDAQ: ERTS) announced today that football fans across the country will have the opportunity to select the next cover athlete for the award-winning *Madden NFL* franchise. Beginning today and continuing through April 27, fans can participate in a bracket-style voting campaign on www.ESPN.com/MaddenVote and choose among 32 candidates (one representative from every NFL team) to appear on the cover of *Madden NFL 12*. Fans' votes will determine which NFL players advance through the seeded bracket, culminating in the reveal of the *Madden NFL 12* cover athlete on ESPN's "SportsNation" on April 27.*

Green Bay Packers quarterback and Super Bowl XLV MVP Aaron Rodgers, former *Madden NFL* cover athletes Drew Brees (quarterback, New Orleans Saints) and a wave of NFL stars including Michael Vick (quarterback, Philadelphia Eagles), Maurice Jones-Drew (running back, Jacksonville Jaguars), Adrian Peterson (running back, Minnesota Vikings) and Julius Peppers (defensive end, Chicago Bears) are among the 32 candidates.

Tune in to ESPN's "SportsNation" today (March 21) at 4pm Eastern to see the full *Madden NFL 12* cover athlete bracket.

"Whether it be from fans, media, agents, or even the players themselves, there's never a shortage of opinions when it comes to the annual selection of the *Madden NFL* cover athlete," said Anthony Stevenson, Senior Product Manager of EA SPORTS. "So this year we're handing the keys over to the public. ESPN continues to be a tremendous partner of the *Madden NFL* franchise, and it makes perfect sense for 'SportsNation' to be the platform that gives fans the ultimate say in who graces the cover of *Madden NFL 12*."

From March 21 – April 27, fans can log on to www.ESPN.com/MaddenVote to vote daily for their favorite cover athlete candidate. Every Monday throughout the campaign, fans can tune in to ESPN's "SportsNation" at 4pm Eastern for the latest voting results and see who will advance to the next round. Fans can also visit the *Madden NFL* Facebook page (www.facebook.com/EASPORTSMaddenNFL) to fill out their own *Madden NFL 12* cover athlete bracket to compete against their friends and co-workers for the chance to win a variety of prizes including Super Bowl tickets and copies of *Madden NFL 12*. Visit www.facebook.com/EASPORTSMaddenNFL for Official Rules.

"ESPN is proud to continue its tradition of serving fans by collaborating with EA SPORTS and putting the cover vote of *Madden NFL 12* in their hands," said Raphael Poplock, Vice President, Games & Digital Partnerships, ESPN. "We believe ESPN provides the perfect platform for fans to be heard, and encourage everyone to support their favorite representative in this bracket-style vote."

Candidates from each NFL team were selected and seeded based on a variety of criteria including on-the-field performance during the 2010 NFL season, their visibility within their franchise and community, and their personal career journey.

The *Madden NFL 12* cover vote marks the second-consecutive year that EA SPORTS has asked fans to help shape the face of the *Madden NFL* franchise through a cover athlete voting campaign. Last year, New Orleans quarterback Drew Brees, fresh off a Super Bowl XLIV MVP award, won the fans vote to appear on *Madden NFL 11*, beating out Indianapolis Colts wide receiver Reggie Wayne and Minnesota Vikings defensive end Jared Allen.

Madden NFL 12 marks the 23rd edition of the video game in franchise history. Since its debut in 1989, *Madden NFL* has over 90 million units sold-in to date. *Madden NFL 12*, which launches in August, will provide an immersive and authentic experience that fans have come to expect from the award-winning franchise, including all 32 NFL teams and more than 1,700 NFL players.

Madden NFL 12 is developed in Orlando, Florida by the EA Tiburon studio, which also produces *NCAA® Football*, *Tiger Woods PGA TOUR®*, and *EA SPORTS™ MMA*.

* *The Madden NFL 12 cover announcement date is subject to change. Visit www.maddenNFL.easports.com throughout the campaign for updates and for more information.*

All player participation has been facilitated by NFL PLAYERS, 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, 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®* hockey, *NBA ELITE* basketball, *NCAA® Football*, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR®* golf, and *EA SPORTS Active*.

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™, and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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 ESPN, Inc.

ESPN, Inc., is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of more than 50 multimedia sports assets. The company is comprised of six 24-hour domestic television networks (ESPN, ESPN2, ESPNEWS, ESPNU, ESPN Classic, ESPN Deportes) and ESPN 3D, an event-based network. ESPN, ESPN2, ESPNU and ESPNEWS HD are simulcast services. Other businesses include ESPN Regional Television, ESPN International (46 networks, syndication, radio, websites), ESPN Radio, ESPN.com, ESPN3.com (broadband sports network) ESPN Mobile, *ESPN The Magazine*, ESPN Enterprises, ESPN PPV and other growing new businesses, including ESPN on

Demand and ESPN Interactive. Based in Bristol, Conn., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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