



## **NFL Rookie of the Year Vince Young Selected for Cover of EA Sports' Madden NFL 08**

### **Tennessee Titans Quarterback Youngest Ever Madden Cover Athlete**

REDWOOD CITY, Calif., Apr 18, 2007 (BUSINESS WIRE) -- Electronic Arts Inc., (NASDAQ:ERTS) announced today that the NFL's 2006 Rookie of the Year Vince Young will appear on the cover of Madden NFL 08, the latest iteration of the EA SPORTS™ best-selling football franchise with the official video game license of the NFL and its players. The Tennessee Titans quarterback's appearance on the cover of Madden NFL 08 makes him the youngest NFL star to grace the cover. Last year's Madden NFL 07 sold over 7 million copies and was the number one selling game in North America in 2006(1). Madden NFL 08 will be available for purchase beginning August 14.

"It is truly an honor for me to be on the cover of Madden NFL 08, every NFL player dreams of being on the cover," said Young. "After being named Rookie of the Year and going to the Pro Bowl my first season - this is a perfect way to start my second season in the NFL."

As the first rookie quarterback to go to a NFL Pro Bowl, Vince Young has already emerged as one of the most exciting athletes in the NFL. The 2006 NFL Rookie of the Year was selected by the Tennessee Titans with the third overall pick in the 2006 NFL Draft, and started in 13 games for the Titans. Young ranked second on the team with 552 rushing yards and tied a team high with seven touchdowns. The Houston native also became the first rookie quarterback in NFL history to exceed 500 rushing yards.

Coming into its 18th year and with more than 60 million copies sold and having generated over \$2 billion in retail sales, Madden NFL Football continues to stand out as one of the most popular videogame franchises of all time. Developed in Orlando, FL by EA Tiburon, Madden NFL 08 will be available in August on the Xbox 360™ and Xbox® videogame and entertainment systems, PLAYSTATION®3 and PlayStation®2 computer entertainment systems, Nintendo GameCube™, Nintendo DS™, Wii™, PC, PSP™ (PlayStation®Portable) handheld entertainment system. For more information check out [www.madden08.com](http://www.madden08.com).

### About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for videogame systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://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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(1) Source: NPD data

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