



## EA Announces Four NCAA Football 10 Cover Athletes

### ***Crabtree, Johnson, Orakpo and Sanchez Featured on Platform Exclusive Covers***

REDWOOD CITY, Calif., Apr 23, 2009 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) announced today that Michael Crabtree, Brian Johnson, Brian Orakpo and Mark Sanchez will be featured on platform exclusive covers of [EA SPORTS](#) (TM) [NCAA\(R\) Football 10](#), available in stores July 14<sup>th</sup>. Each cover athlete led his team on a memorable run toward the BCS National Championship, helping to shape the competitive landscape of college football in 2008.

Michael Crabtree, formerly of Texas Tech University, graces the *NCAA Football 10* Xbox 360(R) cover. A top 2009 NFL Draft prospect and two-time recipient of the Biletnikoff and Paul Warfield Awards, Crabtree is a highly recognized wide receiver who led Texas Tech in a close race for the BCS National Championship up until the final weeks of the 2008 season. Texas Tech's victory over Texas in Lubbock is considered one of the defining moments of 2008.

The PLAYSTATION(R)3 cover features University of Utah's former quarterback, Brian Johnson. In 2008, under Johnson's leadership, the Utah Utes became the only undefeated NCAA Division I team, boasting a 12-0 record heading into the 2009 Sugar Bowl. In that game, #7 Utah upset #4 Alabama to finish the season with a perfect 13-0 record. Johnson was named the Most Outstanding Player in the 2009 Sugar Bowl.

The PSP(R) (PlayStation(R)Portable) version of *NCAA Football 10* will showcase University of Southern California's former quarterback, Mark Sanchez. In his only season as USC's starting quarterback, Sanchez led the Trojans to a near perfect 12-1 season, narrowly missing the opportunity to compete for the 2008 BCS National Championship title. Sanchez was named the Most Valuable Offensive Player in the 2009 Rose Bowl.

University of Texas' former defensive end, Brian Orakpo, is featured on the PlayStation(R)2 cover. In 2008, Orakpo was unanimously selected as a first-team All-American and named the Associated Press Big 12 Defensive Player of the Year. In his final season with the Longhorns, Orakpo won the Bronko Nagurski Trophy, the Ted Hendricks Award and the Lombardi Award. Under Orakpo's leadership, the Longhorns were one of the most dominating teams in the college football last year, defeating numerous top 25 teams including eventual Big 12 Champion and BCS National Champion contender Oklahoma in a memorable Cotton Bowl confrontation.

*NCAA Football 10* will bring the excitement of college football to fans across the nation like never before with the all-new Season Showdown. In this new mode, every game counts as fans declare their loyalty to a favorite school and give the ultimate show of support in a nationwide competition. After choosing a school to represent, players will earn credits in-game through head-to-head online matchups and single player modes. Credits not only accumulate in-game but players can also earn credits for their school via new web-based games. Millions of college football fans around the country will be on a mission to prove their school is number one with *NCAA Football 10*'s Season Showdown.

*NCAA Football 10* introduces TeamBuilder, an all-new, online create-a-school feature that will enhance the user's ability to produce personalized content. With the capability to upload logos and numerous customization options for uniforms, fields, rosters, and much more, TeamBuilder gives users the opportunity to design completely original teams with infinite possibilities. Plus, preloaded logos for several Football Championship Subdivision schools will help users create authentic teams for *NCAA Football 10*. With its intuitively designed online database that is searchable across several fields, TeamBuilder allows users to share content with ease. A football fan's dream, TeamBuilder will enable users to experience the excitement and pageantry of college football, defined by their own personalized creations.

With additional features scheduled to be announced between now and launch, football fans are encouraged to visit [www.ncaafotball10.com](http://www.ncaafotball10.com) regularly for the most up-to-date information.

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, *NCAA Football 10* will be available on the Xbox 360(R) video game and entertainment system, the PlayStation(R)2 and PLAYSTATION(R)3 computer

entertainment systems and the PSP(R) (PlayStation(R)Portable).

EA SPORTS(TM) is the leading interactive sports software brand in the world, with top-selling titles and franchises including Madden NFL football, FIFA Soccer, NHL(R) hockey, NBA LIVE basketball, NCAA(R) Football, Tiger Woods PGA TOUR(R) and NASCAR(R) racing.

### **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 video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA(TM), EA SPORTS(TM), EA SPORTS Freestyle(TM) and POGO(TM). In fiscal 2008, EA posted GAAP net revenue of \$3.67 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>.

### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

### **About The Collegiate Licensing Company**

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com).

### **About NCAA Football**

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. Visit [www.NCAAFootball.com](http://www.NCAAFootball.com) for more information.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5946415&lang=en>

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