



Build Your NFL Dream Team with Madden Ultimate Team

EA SPORTS Introduces All-New Game Mode for Madden NFL 10

REDWOOD CITY, Calif., Nov 04, 2009 (BUSINESS WIRE) -- [Electronic Arts Inc.](#) (NASDAQ:ERTS) announced today the addition of *Madden Ultimate Team*, a new, strategic game mode for the critically acclaimed [Madden NFL 10](#) on the PlayStation(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system. Take the challenge to create the definitive NFL team, by collecting virtual cards that include everything from NFL superstars, head coaches, stadiums and much more. Perfect for card collectors and fantasy football gurus, *Madden Ultimate Team* provides a unique football experience, giving you total control over building a single team in the quest to be crowned the ultimate Madden team.

The award-winning *Madden NFL 10* has achieved new franchise records for online play, with over 45 million online games played on Xbox 360 and PlayStation 3, since its worldwide launch on August 14, 2009. With more than 2 million online users waiting for a new challenge, *Madden Ultimate Team* provides the opportunity to put your personally crafted team up against the rest of the world.

"*Madden Ultimate Team* is yet another example of how EA SPORTS is expanding the *MaddenNFL* experience to all types of gamers. Card collecting and fantasy football are huge parts of an NFL fan's lifestyle and we took the best of both worlds and combined it with *Madden NFL 10*," said Jeremy Strauser, Executive Producer for *Madden NFL 10* and *Madden Ultimate Team*. "It's not just about building a team of players, as you have to also manage coaches, injuries, and team chemistry. It doesn't matter if you're a hardcore *Madden NFL* player, a fantasy football fan, or just an NFL fan - *Madden Ultimate Team* brings something for everyone."

Madden Ultimate Team allows fans to collect up to nine types of cards through, platinum, gold, silver and bronze virtual packs. The customization options are endless as you are responsible for selecting everything from the team playbook to the uniforms. Earn coins to buy new cards or card packs through your performance on the field, acquire new cards through the auction block, or purchase card packs through the in-game store. Collect cards with players from the same pro and college team to get an on-field chemistry boost. Collect rare, legendary player cards to put your team over the top, like the 1999 Vikings Randy Moss and the 1995 Packers Brett Favre player cards. You can even back up Brett with his 2009 Vikings player card. Build a dynasty through weekly online deals or find the final missing piece to your team's puzzle.

Easily select the starting offense, defense, and special teams or have *Madden Ultimate Team* do it for you. Once your team is set to your liking, put it to the test against human opponents or against the CPU. See how your team stacks up against other *Madden Ultimate Team* players via online leaderboards and prove you are the best of the best.

The *Madden Ultimate Team* game mode will be available free for *Madden NFL 10* in January, via Xbox LIVE and the PlayStation Network. NFL fans can experience the new game mode by creating a team with the provided starter pack of players and other virtual cards, and jump right onto the field. *Madden NFL 10* and an internet connection is required for play.

Madden Ultimate Team is rated E for everyone by the ESRB and is developed in Orlando, Florida by the EA Tiburon studio, which also produces NCAA(R) Football, Tiger Woods PGA TOUR(R) and EA SPORTS(TM) MMA.

For more information about *Madden Ultimate Team* visit: <http://maddennfl.easports.com>

For screenshots and other *Madden Ultimate Team* assets visit: <http://eaus.gamespress.com/release.asp?i=1244>

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™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. 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 NFL PLAYERS

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. NFL PLAYERS provides *EA SPORTS* with the rights to use player names and likenesses in *Madden NFL 10*. Representing more than 1,800 active and many memorable retired NFL players, NFL PLAYERS "takes the helmets off" the players and markets them as personalities as well as professional athletes. Through an exclusive sponsorship agreement between the organization and the NFL, players are integrated into NFL sponsor activation programs. In addition, under an exclusive agreement between NFL PLAYERS and the NFL, NFLPLAYERS.COM, the company's official website, is part of the NFL Internet Network. Each year NFL PLAYERS negotiates and facilitates more than 4,000 player marketing opportunities for players. NFL PLAYERS activities include retail licensing, corporate sponsorships and promotions, special events, radio and television projects, publishing and internet. For more information, please visit NFLPLAYERS.COM

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