



## **EA Announces Tim Tebow as the Exclusive NCAA Football 11 Cover Athlete**

### ***Heisman Trophy Winner to Be Uniquely Featured on Each Platform Cover***

REDWOOD CITY, Calif., Apr 08, 2010 (BUSINESS WIRE) -- [Electronic Arts Inc.](#) (NASDAQ:ERTS) announced today that former University of Florida quarterback Tim Tebow will be featured on the cover of [EA SPORTS\(TM\) NCAA\(R\) Football 11](#), available in stores July 13<sup>th</sup>. Tebow is celebrated as one of the greatest college football players in history and is revered as an ambassador of college football.

Tebow was the first sophomore in history to win the coveted Heisman Trophy following his 2007 season as the Florida Gators' starting quarterback. In that season, Tebow became the first player in NCAA history to rush and pass for at least 20 touchdowns in a single season. Tebow is one of the most decorated college quarterbacks in history, winning the Davey O'Brien Award as the nation's best quarterback in 2007 and becoming only the second player in NCAA history to earn the Maxwell Award, given to the nation's top football player, on two occasions.

*NCAA Football* provides the ultimate experience for the true football fan, delivering the excitement and pageantry that can only be found in college football. *NCAA Football 11* will give players 120 ways to win with real college offenses that, for the first time ever, reflect the authentic style of every NCAA FBS school. *NCAA Football 11* recreates the intensity of college football Saturdays, achieving all-new levels of quality in core gameplay for the award-winning franchise.

With the major game features scheduled to be announced between now and launch, football fans are encouraged to visit <http://www.ncaafotball11.com> regularly for the most up-to-date information, including insider blogs written by the *NCAA Football 11* development team.

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, *NCAA Football 11* will be available on the Xbox 360(R) video game and entertainment system and the PlayStation(R)2 and PlayStation(R)3 computer entertainment systems.

### **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<sup>TM</sup>, EA SPORTS<sup>TM</sup>, EA Mobile<sup>TM</sup> and POGO<sup>TM</sup>. 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](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 EA SPORTS**

EA SPORTS(TM) 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(R)* hockey, *NBA LIVE* basketball, *NCAA(R) Football* and *NCAA Basketball*, *Fight Night* boxing and *Tiger Woods PGA TOUR(R)* golf, and *EA SPORTS Active*.

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 the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.com](http://www.ncaa.com).

### **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=6243220&lang=en>

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