



EA's NCAA Football 11 Demo Available Today Featuring Rivalries and Key Matchups in College Football

***NCAA Football 11* Delivers Gameplay and Traditions True to Each College Team**

REDWOOD CITY, Calif., Jun 14, 2010 (BUSINESS WIRE) -- [Electronic Arts Inc.](#) (NASDAQ: ERTS) announced today the release of the [EA SPORTS](#)(TM) *NCAA Football 11* demo available through the Xbox LIVE(R) and PlayStation(R)Network. Four different matchups are featured within the *NCAA Football 11* demo release, including notable rivalries - the "Red River Rivalry" with Oklahoma and Texas squaring off in the Cotton Bowl and the "Sunshine Showdown" with Florida traveling to Florida State, along with key battles featuring Miami at Ohio State and Missouri at Clemson.

NCAA Football 11 delivers unique game play and traditions for each of the 120 schools through the *TruSchool* system, which blends offensive styles, coaching tendencies, areas of talent, stadiums and traditions to bring the pageantry and rivalry of college football to life like never before.

Authentic College Presentation

- **Pre-Game Team Entrances** - Recreating one of college football's greatest traditions, *NCAA Football 11* will feature true-to-life pre-game team entrances from many of college football's traditional powers. From touching Howard's Rock at Clemson to Ohio State's players interlocking arms as they head onto the field, the *NCAA Football 11* demo will feature pre-game team entrances from home teams Clemson, Ohio State, Texas and Florida State.
- **True College Football Emotion** - Feel the pageantry of college football with more than 150 authentic stadiums, team-specific entrances, team mascots, and celebrations.
- **ESPN Integration** - From the moment the game begins until the final tick of the clock, you'll feel as though you're part of the ESPN Game of the Week with full ESPN broadcast graphics package and all-new replay system. ESPN commentators Brad Nessler and Kirk Herbstreit lead broadcast duties from the booth, while sideline reporter Erin Andrews provides commentary, insights and injury reports throughout the game.

Authentic College Gameplay

- **Distinct Offensive Styles** - Whether you prefer Missouri's spread no huddle offense, the Pro Style offense from Miami or the multiple offense formations from Ohio State, fans will be able to play with each school's distinct offensive style in *NCAA Football 11*.
- **Real Assignment AI** - From true option blocking to new running lanes, the offensive possibilities are endless with real assignment AI.
- **All-New Locomotion System** - Run the ball like college football greats with the all-new locomotion system, creating an authentic running mechanic allowing users an explosive first step, the ability to stop momentum on a dime and rebalancing yourself after an over-pursuit.

By completing each *NCAA Football 11* demo matchup, players will unlock the Nike Pro Combat uniforms and helmets for both schools, which will be available for use in the full retail version of the game. Players that recommend the *NCAA Football 11* demo to a friend will also unlock Nike Pro Combat helmets and uniforms for three additional schools for use in the full retail version of the game*.

To view the latest content about *NCAA Football 11*, fans can also visit the EA SPORTS On Demand channel which is located at the EA SPORTS Extras portion of the menu within the game. The channel includes videos about *NCAA Football 11* features, producer blogs and much more. New content will be posted through launch on July 13, so keep checking the EA SPORTS On Demand channel for the latest news about *NCAA Football 11*. To utilize the EA SPORTS On Demand channel, users must be connected online.

Developed in Orlando, Florida by EA Tiburon, *NCAA Football 11* will be available on July 13 for the Xbox 360(R) video game and entertainment system and the PlayStation(R)2 and PlayStation(R)3 computer entertainment systems. *NCAA Football 11* has been rated "E" for everyone by the ESRB.

For more information, please visit www.ncaafootball11.com.

* For important details, including offer expiration, see ncaafootball.easports.com/demo

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(TM), EA(TM), EA Mobile(TM) and POGO(TM). 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>.

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, *EA SPORTS MMA* 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 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.

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 or 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 for more information.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6324818&lang=en>

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