



## Stanley Cup Champion Jonathan Toews the New Face of EA SPORTS NHL11

REDWOOD CITY, Calif., Jun 21, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today revealed that 22-year-old Jonathan Toews of the Chicago Blackhawks will be the new face of the *NHL(R) 11* videogame from EA SPORTS(TM). With last year's title featuring Chicago Blackhawks winger Patrick Kane, *NHL 11* marks the first time that EA SPORTS has put back to back players from the same team on the cover of the NHL franchise. Jonathan Toews' image will be on the front of all packaging when *NHL 11* is available in North American retail stores this September.

Celebrating its 20<sup>th</sup> Anniversary with *NHL 11*, the EA SPORTS NHL(R) franchise has won 22 Sports Game of the Year awards over the past three years and is poised to raise the bar yet again. With a revolutionary real-time physics engine that brings an unprecedented amount of realism to the franchise, gameplay innovations like broken sticks and a revamped face-off system, as well as the addition of the Canadian Hockey League, *NHL 11* is set to be the most complete hockey videogame ever created.

After being selected third overall in the 2006-07 entry draft by the Chicago Blackhawks, Toews has emerged as one of the most skilled centers in the NHL after just two seasons. After helping lead team Canada to a gold medal win during the 2010 Winter Olympics in Vancouver, Toews locked up the Conn Smythe, given to the most valuable player in the NHL playoffs, after playing a crucial role in leading the Chicago Blackhawks to their first Stanley Cup championship since 1961. Toews is currently the youngest captain in the NHL, and has registered more than 65 points in each of his first two seasons.

"I am really excited to be on the cover of *NHL 11*," said Toews. "It's been an amazing year for me and the team, and it's nice to end it by being a part of a game I played growing up. The NHL games have always been great, so it's an honor for me to be a part of the EA SPORTS family."

"Jonathan Toews is one of the best centers in the NHL today," said Jordan Edelstein, Vice-President of Marketing for EA SPORTS. "He is a great ambassador for the sport of hockey and his impact on the sport this year is undeniable. It's great to have him in the EA SPORTS family."

*NHL 11* will be available for the PLAYSTATION(R)3 computer entertainment system and Xbox 360(R) video game and entertainment system with an MSRP of \$59.99. It is developed by EA Canada in Burnaby, B.C. The game has not yet been rated by the ESRB or PEGI.

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(TM)*.

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 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](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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