



EA's NCAA Football 11 Hits Shelves Today

TruSchool System Delivers Gameplay and Traditions Authentic to Each College Team

REDWOOD CITY, Calif., Jul 13, 2010 (BUSINESS WIRE) -- [Electronic Arts Inc.](#) (NASDAQ:ERTS) announced today that [EA SPORTS\(TM\) NCAA Football 11](#) is now available in North American retail stores. *NCAA Football 11* recreates the intensity of college football Saturdays via TruSchool - a system that reflects the authentic style and traditions of each of the 120 FBS teams in-game.

NCAA Football 11 achieves all-new levels of quality in core gameplay by implementing real collegiate team offenses that reflect the authentic style of each team. Run offenses like the spread "no-huddle", triple option, wishbone, air raid, or pistol, just like your favorite schools.

Recreating one of college football's greatest traditions, *NCAA Football 11* features true-to-life pre-game team entrances from many of college football's traditional powers: the touching of Howard's Rock at Clemson, the Ohio State team interlocking arms as they head onto the field, and more. Experience the stunning detail of game day with a full ESPN broadcast graphics package and all-new replay system. From pre-game until the final tick of the clock, immerse yourself in the ESPN Game of the Week.

The *NCAA Football* franchise continues as a leader in online innovation with the all-new Dynasty Wire feature. Create stories that document the peaks and valleys of building a college powerhouse. Capture video and photo highlights from each game, then share the news of triumph or defeat with the world, by publishing stories to top social networking sites.

"*NCAA Football 11* represents the greatest transformation in the history of the award-winning franchise," said EA SPORTS President, Peter Moore. "With the TruSchool system, we've replicated the authenticity of college football, from team-specific entrances to offensive styles, like never before. The start of the college football season kicks off today."

Developed in Orlando, Fla., by EA Tiburon, and licensed by The Collegiate Licensing Company, *NCAA Football 11* is now available 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.ncaafotball11.com.

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 ELITE* 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.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 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=6356932&lang=en>

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