



EA Delivers Ultimate Gameday Experience With Madden NFL 11 Soundtrack

Classics by AC/DC, Ozzy Osbourne, Guns N' Roses and More Highlight New Edition of 'Most Influential Soundtrack in Videogame History'

REDWOOD CITY, Calif., Jul 26, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ: ERTS) today unveiled the music track listing for *Madden NFL 11*. This year's soundtrack features 23 tracks that recreate the ultimate live gameday experience via a collection of crowd favorites, stadium classics, and official NFL team fight songs.

After 10+ years of being a foremost showcase for introducing new artists - including Franz Ferdinand, Avenged Sevenfold, Bullet For My Valentine, Yellowcard, Wolfmother, Jet, The Bravery, B.o.B., Good Charlotte, OK GO, Fallout Boy and 30 Seconds To Mars - the *Madden NFL 11* soundtrack focuses on stadium authenticity with classic fan-favorites by AC/DC, Queen, KISS, Ozzy Osbourne (including his new hit "Let Me Hear You Scream"), Guns N' Roses, The Hives, Gary Glitter, Blur, Ying Yang Twins and Todd Rundgren. Adding to the unprecedented authenticity are official team fight songs of the Green Bay Packers, Washington Redskins, Minnesota Vikings, Miami Dolphins and more.

"The term 'Madden Music' has come to mean music that matches the intensity of the video game," says said Steve Schnur, Worldwide Executive of Music and Marketing for EA. "This year, we wanted the music to not only define the game, but also the stadium experience. These are the classics that consistently bring NFL crowds to their feet. It's an exciting new audio direction for *Madden NFL*, one that we know all fans will respond to. There is nothing like the experience of live football in a packed stadium, and the *Madden NFL 11* soundtrack absolutely brings that excitement home."

The complete in-game soundtrack for *Madden NFL 11* includes:

Original Recordings:

- AC/DC - Thunderstruck
- Archie Eversole - We Ready
- Blur - Song 2
- Bush - Machinehead
- Guns N' Roses - Welcome to the Jungle
- Kevin Rudolf featuring Lil' Wayne - Let It Rock
- Kiss - Rock and Roll All Nite
- Ozzy Osbourne - Let Me Hear You Scream
- Ozzy Osbourne - Crazy Train
- The Hives - Tick Tick Boom
- Todd Rundgren - Bang the Drum
- Ying Yang Twins featuring Homebwoi - Halftime

Cover Versions:

- Rock N Roll Part 2 - *as made famous by Gary Glitter*
- We Will Rock You - *as made famous by Queen*

- Crowd Chant - *as made famous by Joe Satriani*
- Kernkraft 400 - *as made famous by Zombie Nation*

Team Fight Songs:

- Chicago Bears - Bear Down Chicago Bears
- Detroit Lions - Gridiron Heroes
- Green Bay Packers - Go Packers Go!
- Miami Dolphins - Miami Dolphins #1
- Minnesota Vikings - Skol Vikings
- Philadelphia Eagles - Fly Eagles Fly
- Washington Redskins - Hail to the Redskins

Madden NFL 11 will be available on August 10th, 2010 for the Xbox 360(R) video game system from Microsoft, PlayStation(R)2 and PlayStation 3 computer entertainment systems, Wii(TM), and PSP(R) (PlayStation(R)Portable) handheld entertainment system. *Madden NFL 11* will also be available for download globally on mobile platforms including iPod(R) touch and feature phones.

Madden NFL 11 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 NFL 11* please visit maddenNFL.easports.com. For pack art and screenshot assets from *Madden NFL 11* please visit <http://info.ea.com>.

All player participation has been facilitated by NFL PLAYERS, the licensing and marketing subsidiary of the NFL Players Association.

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*.

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>.

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About NFL PLAYERS

Formed in 1994, NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. 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 extensive 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6372728&lang=en>

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