



Electronic Arts Introduces Fans to NFL Football Rivalries in True Gaming Fashion

Madden NFL 11 Rivalry Tour Hits Select Buffalo Wild Wings Locations

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today the taste of victory just got sweeter, as Electronic Arts Inc.,(NASDAQ: ERTS) announces a one-of-a-kind *Madden NFL* experience teaming up with NFL Network, to present the **EA SPORTS Madden NFL 11 Rivalry Tour** at Buffalo Wild Wings. For the first time ever, EA SPORTS will host *Madden NFL 11* online matchups between the two NFL cities featured during each week's Thursday Night Football on NFL Network at select Buffalo Wild Wings locations.

"The NFL is America's favorite sport and Thursday Night Football has become a part of the sports experience for fans across the country," said Christopher Erb, Senior Director of Partnership Marketing for EA SPORTS. "Our collaboration with NFL Network and Buffalo Wild Wings recognizes and celebrates rivalry and competition creating a new kind of *Madden NFL* fan experience."

Starting now through December 23rd, the EA SPORTS Madden NFL 11 Rivalry Tour will make stops at NFL cities featured each week on Thursday Night Football, bringing NFL Network camera crews to capture all the action as it unfolds. Highlights will be featured weekly on NFL Network's Around the League each following Wednesday.

"We are excited to bring together two great partners in EA SPORTS and NFL Network," said Kirk Langer, president of Packaged Sports and Entertainment, Inc., the partnership promotions agency behind the EA SPORTS *Madden NFL 11* Rivalry Tour. "This innovative promotion will create a unique and immersive NFL fan experience and bring out the passion in NFL team rivalries in a whole new way."

The *Madden NFL 11* Rivalry Tour events will feature the following Thursday Night Football Matchups:

- **Thursday, November 11th at 8:00PM EST**
Baltimore Ravens at Atlanta Falcons
- **Thursday, November 18th at 8:00PM EST**
Chicago Bears at Miami Dolphins
- **Thursday, November 25th at 8:00PM EST (Thanksgiving)**
Cincinnati Bengals at New York Jets
- **Thursday, December 2nd at 8:00PM EST**
Houston Texas at Philadelphia Eagles
- **Thursday, December 9th at 8:00PM EST**
Indianapolis Colts at Tennessee Titans
- **Thursday, December 16th at 8:00PM EST**
San Francisco 49ers at San Diego Chargers
- **Thursday, December 23rd at 8:00PM EST**
Carolina Panthers at Pittsburgh Steelers

Madden NFL 11 redefines the way you experience the game of football by making play simpler, quicker and deeper. From 350 plays down to 1, the all-new GameFlow system puts you in the helmet of an NFL quarterback to execute an authentic,

situational game plan, one play at a time. Sixty minute game times reduced to as little as 30 minutes; spend more time on the field and less in the playbook - full games in half the time. *Madden NFL 11* is feature-rich including all-new 3-on-3 Online Team Play, improved animations, and intuitive controls, all to the play-by-play of the most exciting voice in sports, Gus Johnson.

For a complete list of dates and locations for the *Madden NFL 11* Rivalry Tour, please visit: <http://maddenfl.easports.com>

EA SPORTS™ 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*® hockey, *NBA ELITE* basketball, *NCAA*® Football, *Fight Night* boxing and *Tiger Woods PGA TOUR*® 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 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™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 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.

About NFL Network

NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the only television network fully dedicated to the NFL and the sport of football. Fans turn to NFL Network to receive information and insight straight from the field, team headquarters, league offices and everywhere the NFL is making news. For more information log onto NFL.com, the exclusive home of NFL Network.

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