



## EA's Madden NFL Football Hits Retailers for Nintendo 3DS Launch

*All-New 3D Optimized Version of EA SPORTS Celebrated Football Franchise Ships to Stores*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: ERTS) announced today that [Madden NFL Football](#), the first [EA SPORTS](#) title available for the highly anticipated Nintendo 3DS™, has shipped to retail stores throughout North America and will be available on Sunday, March 27<sup>th</sup> to coincide with the launch of the Nintendo 3DS. *Madden NFL Football* delivers captivating gameplay in 3D, providing a robust and authentic NFL experience consistent with the renowned football video game franchise.

*Madden NFL Football* offers a comprehensive handheld experience with exciting modes, such as authentic 11-on-11 football, fast-paced 5-on-5 action and Season Mode. Additional features jump off the screen with 3D graphics, such as "Spotlight Moments" and "Call Your Shots". Utilizing the remarkable power of the Nintendo 3DS Touch Screen, "Call Your Shots" allows users to draw their own plays, on-the-fly, directly on the screen.

With three types of play calling—GameFlow, Classic, and Arcade—*Madden NFL Football* provides an enjoyable experience for gamers of all skill levels. GameFlow automatically selects the best play for the situation based on real NFL team gameplans; streamlining play calling and shortening overall game length for a more accessible experience. Classic play call allows users to experience the full depth of selecting formations and individual plays, while Arcade play call simplifies options through a more concentrated playbook.

*Madden NFL Football* brings each of the 32 NFL teams and stadiums to life like never before with a presentation optimized for viewing in 3D. Making the most of the unique stereoscopic 3D presentation format, every gameplay, cut-scene, and replay camera has been specially tuned to give stronger, more dramatic 3D views. Harnessing the power of the Nintendo 3DS hardware, *Madden NFL Football* delivers a console-like experience to the Nintendo handheld, making it the perfect on-the-go game for every football fan.

*Madden NFL Football* has been rated "E" for Everyone by the Entertainment Software Ratings Board (ESRB).

*Madden NFL Football* for Nintendo 3DS is developed in Raleigh, North Carolina by the EA North Carolina studio.

For more information about *Madden NFL Football* please visit [maddenNFL.easports.com](http://maddenNFL.easports.com). For logo and screenshot assets for *Madden NFL Football* please visit <http://info.ea.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 experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA ELITE* basketball, *NCAA*® Football and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game communities, 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™, 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](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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