



Fans Select Mark Ingram as NCAA Football 12 Cover Athlete

Heisman Trophy Winner Becomes First Fan-Selected Cover Athlete in Franchise History

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc](#) (NASDAQ:ERTS) today announced Mark Ingram, former University of Alabama running back, has been chosen by fans to be featured on the cover of [EA SPORTS™ NCAA® Football 12](#), set to hit retail shelves on Tuesday, July 12. The *NCAA Football 12* "U Want ME" campaign was the first-ever online consumer vote for a cover athlete in franchise history.



NCAA Football 12 (Photo: Business Wire)

by leading their team to the National Championship in *NCAA Football 12*.

Throughout the month of March, fans logged on to the EA SPORTS [NCAA Football Facebook page](#) to vote for one of four standouts from the 2010 college football season - Auburn University defensive lineman, Nick Fairley, University of Alabama running back, Mark Ingram, University of Oklahoma running back, DeMarco Murray, and University of Washington quarterback, Jake Locker. More than 140,000 votes were cast, and in the end, Mark Ingram became the first fan-voted cover athlete in *NCAA Football* franchise history.

Following his outstanding 2009 season, Ingram captured college football's two biggest prizes: the Heisman Trophy and the National Championship. During a decorated career at Alabama, Ingram rushed for more than 3,000 yards and 42 touchdowns, including 17 touchdowns and more than 1,600 yards during his Heisman Trophy-winning sophomore season. In Alabama's 37-21 victory over Texas in the 2010 BCS National Championship Game, Ingram capped his sophomore season by scoring two touchdowns and rushing for 116 yards on 22 carries, being named the Offensive MVP.

NCAA Football 12 takes the journey of the college athlete to the next level of depth and authenticity. Experience the pride and pageantry of gameday Saturday like never before as players go from high school superstar to top college player to head coach in the Road to Glory and Dynasty modes. With an enhanced in-game presentation, new traditions, and an all-new collision system, players make an impact

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, *NCAA Football 12* will be available on the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment system.

To download and view assets for *NCAA Football 12*, including behind the scenes photos from Mark Ingram's cover shoot visit: <http://www.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 personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NBA JAM*, *NCAA® Football*, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR®* 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™, 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 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.com.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6689487&lang=en>

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