



EA SPORTS Unveils New Features for NHL 12

Award-winning Franchise Invites You to Be the Next Great Legend

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- With the Stanley Cup® Playoffs heating up, Electronic Arts Inc. (NASDAQ: ERTS) is getting in on the action with the announcement of new features for EA SPORTS™*NHL*® 12, shipping on September 9th in Europe and September 13th in North America. Play your way to superstardom in the revamped Be a Pro mode and experience the authentic action and energy of real life hockey with the Full Contact Physics Engine.

In the revamped **Be a Pro** mode, experience the pursuit of greatness and legendary moments in your playing career, shatter historic records and cement yourself in NHL history. Additionally, the better you play, the more ice time you'll get where you can simulate to your next shift with the EA **SPORTS Action Tracker** so you're always on the ice as you play out your entire career in pursuit of the Stanley Cup.

The *NHL 12 Full Contact Physics Engine* puts you in the rink with everything now live on the ice, from players to the environment - everything is interactive and in play. Experience the skill and aggression of hockey from shattered glass to flying helmets to knocking players over the boards and into the bench; crash the crease too hard and you'll knock the net off and send the goalie flying. Size and physicality will be emphasized as bigger players will be able to throw their weight around as they screen the goalie and battle in front of the net.

This year marks the first time players will face **dynamic goalies in the game**. Players can knock the net off and make contact with goalies, knocking them down or out of position, as they crash the crease. Watch as goalies battle through screens to make awe-inspiring saves. Additionally, we're reigniting the beloved fighting engine that first appeared in *NHL 10* with **all-new goalie battles**. When the action gets heated, send a message by leaving the net, dropping the gloves, and trading punches with rivals during fights.

All new gameplay presentation creates an authentic, fresh new look and feel throughout *NHL 12* with presentation graphics that mimic real life hockey broadcasts. For the first time ever lace up outdoors under the lights in one of the biggest hockey events of the season, the **2011 NHL Winter Classic®** at Heinz Field in Pittsburgh, within seconds of putting in the disc. Inspired by the NHL GameCenter Ice Tracker, the all-new **EA SPORTS Action Tracker** presents game highlights and key moments so you never miss a beat.

This is just a sneak peek of what's to come in EA SPORTS *NHL 12*. Stay tuned in the coming months for more news on the franchise as well as the EA SPORTS Hockey League and Hockey Ultimate Team. To get in on the action now visit www.easports.com/nhl to pre-order your copy of *NHL 12*.

Assets:

To download screenshots or video for *NHL 12* please visit our asset site at <http://easportsnhl12.newslinevine.com/>.

NHL 12 is in development at EA Canada in Vancouver. It has not yet been rated by the ESRB or PEGI; visit www.esrb.org and www.pegi.info for updated rating information. For more information on *NHL 12*, please visit www.easports.com/nhl or become a fan of EA SPORTS NHL on Facebook at <http://www.facebook.com/easportsnhl> and follow us on Twitter via <http://www.twitter.com/easportsnhl>.

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please visit www.easports.com to connect, share and compete.

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 (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*, and *Mass Effect*™. More information about EA is available at <http://info.ea.com>.

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