



EA SPORTS Football Club Delivers Revolutionary New Way to Connect and Compete in EA SPORTS FIFA Soccer 12

Status, Progression, and Real-World Storylines Will Drive Experience

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) announced today a new live service* called EA SPORTS™ Football Club that will bring the world's most passionate sports fans together and engage them within the massive FIFA online community. EA SPORTS Football Club—the heartbeat of [FIFA Soccer 12](#)—connects players to the real-world game with fresh, new content all the time, enabling them to support their favorite club in new ways connected to real-world events, and connect and compete with friends, rivals and millions of other players around the world.



"The millions of fans playing FIFA online have shown us there is a constant appetite for a deep connected experience, driven by a love of the sport," said Matt Bilbey, Vice President and General Manager of Soccer for the FIFA Soccer franchise. "EA SPORTS Football Club is a new social experience that brings the world's soccer fans together, engaging and entertaining them in new ways that have never been done before in a sports game."

EA SPORTS Football Club creates a new social experience where fans can connect and compete with their friends and millions of other fans playing *FIFA Soccer 12*, where status, bragging rights and progression are all measured and ever-changing. For the first time ever, everything that happens within EA SPORTS *FIFA Soccer 12*—and against friends—is

EA SPORTS Football Club (Photo: Business Wire)

measured in a meaningful way. Every match matters, all season long. Earn experience points and level up to build your status. Track friends, challenges and status through the web at easportsfootball.com. Share and compare accomplishments and spread the news on social channels like Facebook.

EA SPORTS Football Club also ignites the passion of sports fans and deepens their connection to their favourite team through Support Your Club, a central experience in EA SPORTS Football Club that enables fans to represent their club and compete against rival clubs in everything they do in *FIFA Soccer 12*. Earn club points and lift your club higher in the Support Your Club League Tables or help them avoid relegation. Virtual league tables are reset each week to create new challenges, renewed rivalries, and fresh storylines.

Fans will be more closely connected to the sport than ever before. Real-world storylines will drive content in EA SPORTS Football Club, making the game feel fresh and new all the time. Gamers will relive crucial real-world soccer events through regular challenges. EA SPORTS Football Club will have a dedicated team deliver new content and challenges so that *FIFA Soccer 12* will look, feel and play like the real-world season.

There will be no additional charge for EA SPORTS Football Club as the service kicks off with *FIFA Soccer 12* on the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system and PC when the game launches this fall.

To pre-order *FIFA Soccer 12* visit <http://www.easportsfootball.com>. For the latest news on *FIFA Soccer 12* join more than five million fans in the EA SPORTS FIFA community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at www.twitter.com/easportsfifa.

FIFA Soccer 12 will be available in stores world-wide this fall for the PlayStation®3, Xbox 360®, Wii™, PC, PlayStation®2 computer entertainment system, Nintendo 3DS™, PSP (PlayStation®Portable) system, iPhone®, iPad™, and iPod touch. Additional feature details on all platforms will be revealed in the months ahead. The game has not yet been rated. Screenshots are available at <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 personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA JAM basketball*, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *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.

** FIFA Soccer 12 and an internet connection are required for play. You must accept EA's Privacy Policy and Terms of Service in order to play.*

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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6749241&lang=en>

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