



Steven Stamkos the New Face of EA SPORTS NHL 12

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced tonight, at the 2011 NHL Awards™ hosted at the Pearl Concert Theater in the Palms Hotel in Las Vegas, that Steven Stamkos of the Tampa Bay Lightning® will be the new face of the EA SPORTS™ NHL® 12 videogame. Stamkos' image will appear on packaging worldwide when NHL® 12 hits retail stores this September.



"I've grown up playing EA SPORTS NHL videogames so it's an honor to be chosen for the cover this year," said Stamkos. "I love how authentic the game is and thought it was great when I scored a one-knee, one-timer goal as myself in NHL12!"

At just 21 years old, Steven Stamkos is one of the fastest rising stars in the NHL®. He was drafted first overall in 2008 and on February 6 of this year, Stamkos became the first player in the NHL to reach the 40 goal mark in the current season. His skill on the ice earned him the *Maurice Richard Trophy*, awarded to the player with the most goals in the NHL®, which he shared with Sidney Crosby in 2010. This year, Stamkos was nominated for the *Ted Lindsay Award*, presented annually to the "Most Outstanding Player" in the NHL®, as voted by fellow members of the NHLPA. His performance in the 2011 Stanley Cup® Playoffs is another example of his perseverance and skill as he battled his way with the Tampa Bay Lightning to Game 7 of the Eastern Conference Finals against the Boston Bruins.

"The cover reveal is a highly anticipated annual tradition at EA SPORTS and a great way for us to highlight the most talented rising stars in the world of sports," said Jordan Edelstein, Vice-President of Marketing for EA SPORTS. "Stamkos is a fan of the NHL series and a great ambassador for the sport; we're excited to welcome him to the EA SPORTS family."

NHL 12 Cover Athlete Steven Stamkos
(Photo: Business Wire)

NHL® 12 delivers the authentic action and energy of real life hockey with the all-new *Full Contact Physics Engine* - from players to the environment, everything is now live on the ice including dynamic goalie interaction, goalie fights and net battles. All-new gameplay presentation puts you in one of the biggest hockey events of the season, the 2011 NHL Winter Classic® at Heinz Field in Pittsburgh, and the new EA SPORTS Action Tracker provides a shift-by-shift breakdown of stats and key moments leading up to your next shift to ensure you don't miss a beat. When you're ready to give it your all shoot for the chance to be the next great legend in the revamped Be a Pro mode as you play your way to superstardom and shatter records to cement yourself in NHL® history.

EA SPORTS "You're Covered" Facebook Application

Starting tomorrow, fans will have the chance to see what it's like to grace the cover of an NHL® videogame on the EA SPORTS NHL Facebook page. Fans of the page will be able to pick their favorite team, upload their picture and create their very own personalized NHL®12 cover. Visit www.facebook.com/easportsnhl to put yourself on the cover.

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 and is rated ESRB 10+ and PEGI 16; visit www.esrb.org and www.pegi.info for more 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](http://info.ea.com).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6771132&lang=en>

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