



Alan Smith Joins Martin Tyler in the Broadcast Booth for EA Sports FIFA Soccer 12

Respected Former England Player and Broadcaster Bringing Insights and Fresh Voice To This Year's Title

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Well-respected broadcaster and former England forward Alan Smith was unveiled today as part of the main English commentary team for EA SPORTS™ *FIFA Soccer 12*, joining long-time commentator Martin Tyler as the primary voices of this year's title. *FIFA Soccer 12*, chosen Best Sports Game by the E3 Game Critics, launches September 27 in North America and September 30 worldwide.

"Alan will bring a fresh, new perspective and insight to *FIFA Soccer 12*, working alongside the trusted and well-known voice of Martin Tyler," said David Rutter, Senior Producer of *FIFA Soccer 12*. "As one of the top-tier broadcasters in the UK, he brings enormous knowledge and expert analysis to the game so that we can deliver the most authentic *FIFA* experience this year."

"The natural chemistry that Martin and I have developed working live matches for TV has transferred very well to the virtual broadcast booth," said Smith. "I'm really looking forward to FIFA fans hearing our work this fall as we bring all the match day emotion and excitement to this year's game."

For the first time ever, *FIFA Soccer 12* will feature two English broadcast teams, and more than 10,000 lines of fresh commentary, making the game sound new and different all year long. The second commentary team, featuring Clive Tyldesley and Andy Townsend, will call tournament matches, giving these games a real-world broadcast feel and sound. Fans will also have the option to customize the audio to their preferred commentators for any matches.

For the latest news on *FIFA Soccer 12* join more than six 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 September 27 in North America and September 30 worldwide for the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system, PC, Wii™, PC, PlayStation®2 computer entertainment system, Nintendo 3DS™, PSP® (PlayStation®Portable) system, iPhone®, iPad™, and iPod touch. The game will also be available for digital download on PC at origin.com. Additional feature details 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.

About Electronic Arts

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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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