



NCAA Football 12 Hits Shelves Today

Deeper Game Delivers on Fans' Devotion to College Football

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:ERTS) announced today that [EA SPORTS™ NCAA® Football 12](#) is now available in North American retail stores. *NCAA Football 12* connects players to the emotion of the college gameday experience through unique presentation, including new school traditions and animal mascots, along with an all-new collision system that gives fans more control than ever before. With Road to Glory mode and the new Coaching Carousel feature, *NCAA Football 12* brings unprecedented depth and authenticity to the journey of the student-athlete and career path of a coach.

NCAA Football 12 delivers the pride and pageantry of game day Saturday like never before with new presentation, including—for the first time ever—animal mascots like Uga (Georgia), Bevo (Texas) and Mike the Tiger (LSU). With new pre-game traditions like the Sooner Schooner (Oklahoma), Ramblin' Wreck (Georgia Tech), Chief Osceola (FSU) and Traveler with Trojan Rider (USC), plus an all-new momentum-based collision system that allows fans to control their player up until the moment of impact, the look and feel of *NCAA Football 12* rises to a whole new level.

Through the Road to Glory and Dynasty modes, fans have the ability to experience the emotion of the college football journey as a high school superstar, top student-athlete and even a head coach. In Road to Glory, fans can now play both sides of the ball in high school while being recruited by schools for each position. Entering college, fans must choose which side of the ball to play on, then fight to keep their starting job and earn their coach's trust to unlock extra abilities, all while keeping sights set on becoming a Heisman trophy winner.

With the enhanced Dynasty mode, fans take the reigns as a coach and manage their destiny through the new Coaching Carousel feature. Fans can start as a coordinator or take over as head coach and begin a career climbing the ranks of the coaching ladder on a mission to lead their dream team to the coveted national championship.

Over the past several years, the *NCAA Football* franchise has been praised for providing fans with unparalleled options to customize their college football experience. *NCAA Football 12* continues the franchise tradition with the introduction of custom conferences. The feature allows fans to realign and expand conferences up to 16 teams, create conference schedules and even decide BCS bowl tie-ins. TeamBuilder, *NCAA Football's* online create-a-school feature, which allows fans the ability to upload logos and choose numerous customization options for uniforms, fields, and rosters, contains more than one million fan-created teams that can be used in *NCAA Football 12*.

Fans interested in a behind-the-scenes look at the creation of *NCAA Football 12* can tune into ESPN2 beginning July 14th at 7:00pm EDT for "The Making of EA SPORTS *NCAA Football 12* Presented by Coke Zero". Produced by Greenpoint Pictures, Inc., the four part documentary series chronicles the process of making the award-winning game from start to finish. The show not only takes viewers inside EA's studio in Orlando, Florida, but also follows the development and marketing teams to events in cities around the nation to provide an unprecedented look at how the dedicated team at Tiburon brings the sights and sounds of college football to the franchise's devoted fan base.

Developed in Orlando, Fla., by EA Tiburon, and licensed through collegiate trademark agency The Collegiate Licensing Company, a division of IMG Worldwide, *NCAA Football 12* is now available for the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment systems. *NCAA Football 12* has been rated "E" for everyone by the ESRB.

For more information, please visit <http://www.ea.com/ncaa-football>

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 <http://info.ea.com>.

About EA SPORTS

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 experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL®* hockey, *NBA ELITE* basketball, *NCAA® Football* and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *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 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.org.

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 trademark 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.

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