



## EA SPORTS Season Ticket Launches Today

*New Program Provides Full Game Digital Downloads Three Days Early, Discounted Downloadable Game Content and More*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced today the launch of *EA SPORTS™ Season Ticket*—an all-new program that provides premium benefits for a better gaming experience on five participating EA SPORTS titles. With an annual fee of \$24.99 or 2000 Microsoft Points, subscribers will receive four all-new program benefits: access to play all participating EA SPORTS games via a full-game digital download three days before consumers have the option to purchase a disc at retail launch; a 20-percent discount on downloadable game content; free premium web content; and membership recognition. GameStop will introduce *EA SPORTS Season Ticket* in North America with an innovative multichannel marketing campaign, including its PowerUp Rewards™ program of more than 11 million members.

*EA SPORTS Season Ticket* is available for the PlayStation®3 computer entertainment system and Xbox 360® video game and entertainment system from Microsoft beginning today. Fans can subscribe today through the Xbox LIVE® Marketplace for the Xbox 360 and PlayStation®Store for the PlayStation 3, and benefits begin with this month's launch of *Madden NFL 12*. Moving forward, participating franchises include *Madden NFL Football*, *NHL hockey*, *FIFA Soccer*, *Tiger Woods PGA TOUR®* golf and *NCAA® Football*.

"EA SPORTS Season Ticket is an exciting program for our core fans — it lets our biggest fans play earlier, play more and play better than anyone else," said Peter Moore, President, EA SPORTS. "EA SPORTS Season Ticket is an important step in our vision for transforming how deeply fans connect with the sports games they love through digital products and services. We're excited to continue evolving EA SPORTS Season Ticket as we listen to what consumers want most in their gaming experiences."

GameStop President Tony Bartel added, "We are excited to be selected as the exclusive retail marketing partner for the roll-out of EA SPORTS Season Ticket. GameStop is in a unique position to deliver this digital product utilizing its multichannel network. We will continue to work with progressive publishers to bring great gaming experiences to our customers."

With a paid subscription to *EA SPORTS Season Ticket*, fans will receive the following benefits for the five participating titles:

- **Early Full-Game Digital Access:** Three days before a game's scheduled release, fans will be able to download and play the full version of all five participating titles on Xbox 360 and PS3™. The digitally downloaded game will time out when the game is available at retail and consumers have the option to purchase the same full game on disc at retail. *EA SPORTS Season Ticket* subscribers can transfer all achievements earned during the three-day download period to the purchased disc, resulting in an early edge over the competition.
- **Discounted Downloadable Content:** Subscribers will get a 20-percent discount on all available downloadable content for participating EA SPORTS titles. Downloadable content, which enhances and refreshes the core game experience, includes such items as Ultimate Team packs, accelerator packs and gear upgrades.
- **Free Premium Web Content:** Premium web content extends the game experience beyond the console to a web browser. All participating titles will feature premium web content that will be free to *EA SPORTS Season Ticket* members beginning with the premium Creation Center packs for *FIFA Soccer 12*. These packs provide a deeper set of customization tools and abilities within Creation Center to build your own teams and tournaments, and will be available to the consumer until the membership to the program has expired.
- **Membership Recognition:** Subscribers are easily identifiable with an exclusive membership recognition badge displayed both in-game and on their EASPORTS.com profile.

To subscribe to *EA SPORTS Season Ticket* for the Xbox 360, go to the Xbox LIVE Marketplace, download and launch the EA SPORTS application, and follow the prompts after "purchase a subscription". For PS3™ users, go to the PlayStation Store, search for *EA SPORTS Season Ticket* and purchase the program. *EA SPORTS Season Ticket* is available on PS3™ and Xbox 360 in North America, and Xbox 360 in Europe, Australia and New Zealand. For more information, assets and videos, please visit [www.easports.com/seasonticket](http://www.easports.com/seasonticket).

For more information about EA SPORTS, including news, video, blogs, forums, fantasy leagues and game communities, please

visit [www.easports.com](http://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 from franchises 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*.

**\*CONDITIONS AND RESTRICTIONS APPLY. SEE [WWW.EASPORTS.COM/SEASONTICKET](http://WWW.EASPORTS.COM/SEASONTICKET) FOR DETAILS.**

\*\*Digital download is available at 6pm EST four days before launch to ensure subscribers get a full three days to play following the download time. The digital version will time out when the product is available at retail.

### **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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