



EA and Chevrolet Team up to Help Madden NFL 12 Players Win!

EA SPORTS & Chevy Cruze Provide Branded Entertainment That Shows Gamers How to be Better Madden NFL 12 Players and Gives Them a Chance to Win a New Car

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) today announced a collaboration with Chevrolet to feature the 2011 Chevy Cruze in the demo of *Madden NFL 12*, inviting gamers to experience a playable preview of the game. The *Madden NFL 12* demo launched today on Microsoft's Xbox LIVE® and Sony's PlayStation® Network. The Chevy Cruze brand integration is powered by *EA Signal* which takes branding within video games to the next level through unprecedented production values, branded video sponsorship opportunities, integrated social network extensions, and delivers a level of engagement that has never been achieved in video games before.

EA Signal builds upon the traditional video game demo and adds to the overall experience for gamers to enjoy. With *EA Signal*, marketers can either provide or choose to sponsor a variety of game related content including but not limited to celebrity and developer interviews, behind the scenes footage, tutorials, and even interactive features. Marketers can also utilize *EA Signal* content to drive social media initiatives and contests, expanding their reach further.

"By partnering with EA on Signal, Chevrolet is dramatically enhancing the demo experience for millions of our passionate *Madden NFL* players," said Dave Madden, Senior Vice President of Global Media Sales at Electronic Arts. "For the first time, brands like Chevy can build rich, engaging media experiences that capture the attention of gamers as their interest level is peaking in anticipation of hot new game releases. It's a total win for the brand and the consumer at the same time."

Through *EA Signal*, The Chevy Cruze integration features a multi-layered and highly dynamic experience that is designed to capture the attention of *Madden NFL* fans. Gamers enter the first layer when they log on to either Xbox LIVE or the PlayStation Network to download the *Madden NFL 12* demo. There gamers are presented with the *EA Signal* interface where they are given the option to jump straight into the *Madden NFL 12* demo, or view a variety of Chevy Cruze sponsored videos. The next layer consists of the videos featuring champion *Madden NFL* player Van Bernardino (aka: "Prodigy") driving his Chevy Cruze on a road trip down California's famed Pacific Coast Highway to meet former New Orleans Saints halfback and Super Bowl XLIV champion Reggie Bush to discuss the finer points of both real and video game football. In the final layer of the integration, players are instructed within the available tutorial videos on how to run an "audible" play in the demo. If the player uses an audible successfully to score a touchdown they will receive a special code and instructions to visit the *Madden NFL 12* Facebook fan page where they will enter the code to participate in a sweepstakes to possibly win a new 2011 Chevy Cruze. While visiting the *Madden NFL 12* Facebook page, players are encouraged to "like" and "share" their experience with friends.

Madden NFL 12 continues the rich tradition of the storied franchise by bringing fans closer to the NFL than ever before, featuring all 32 teams, stadiums, and your favorite players in the League. *Madden NFL 12* transforms on-field action and core gameplay modes, driving innovation in six key areas: **Playbooks and Gameplay**; **Presentation**; **Franchise and Superstar modes**; **Dynamic Player Performance**; **Madden Ultimate Team**; and **Online Communities**. Whether battling your rivals on the couch or online, leading your favorite team to the Super Bowl in Franchise mode, or building the ultimate dream team in Madden Ultimate Team, *Madden NFL 12* is *True* to the NFL, *True* to the Franchise, *True* to the Game.

Madden NFL 12 is developed in Orlando, Florida by EA Tiburon. 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*.

For more information about *Madden NFL 12* please visit maddenNFL.easports.com.

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>.

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"PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Xbox and Xbox LIVE are trademarks of the Microsoft group of companies. Facebook is a registered trademark of Facebook, Inc.

About Chevrolet

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 120 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. The Chevrolet portfolio includes iconic performance cars such as Corvette and Camaro; dependable, long-lasting pickups and SUVs such as Silverado and Suburban; and award-winning passenger cars and crossovers such as Spark (arriving fall 2011), Cruze, Malibu, Equinox and Traverse. Chevrolet also offers "gas-friendly solutions including Cruze Eco and Volt. Cruze Eco offers 42 mpg highway while Volt offers 35 miles of electric, gasoline-free driving and an additional 344 miles of extended gasoline range, according to EPA estimates. Most new Chevrolet models offer OnStar safety, security and convenience technologies including OnStar Hands-Free Calling, Automatic Crash Response and Stolen Vehicle Slowdown. More information regarding Chevrolet models, fuel solutions, and OnStar availability can be found at www.chevrolet.com.

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Official Sweepstakes Rules

NO PURCHASE NECESSARY. VOID IN FLORIDA, NEW YORK AND WHERE PROHIBITED.

1. Entry. To enter the **Audible for a Chevy Cruze Sweepstakes** (the "Sweepstakes"), submit your username, home address, email address, date of birth, and Play Code* on the www.facebook.com/easportsmaddennfl website (the "Site") as directed between **August 09, 2011** and **September 30, 2011** (the "Sweepstakes Period"). If you do not have a Play Code, click the "Don't have a Code?" link on the Site to enter.

**Play Code is found within the Madden NFL 12 demo on PlayStation Network site or Xbox LIVE Arcade site when entrant executes an audible and scores a touchdown.*

No other methods of entry will be accepted. Limit: only one entry per person, email address and/or household will be accepted each day of the Sweepstakes Period. All entries must be received by 11:59:59 p.m. PST on September 30, 2011. Entries become the property of Sponsor and will not be returned. Use of a false email account or an incorrect mail address will disqualify an entry. Sponsor assumes no responsibility for lost, late, incomplete, incorrect, or misdirected entries. Use of a false email account will disqualify an entry. Sponsor is not responsible for technical, hardware or software malfunctions, misdirected entries, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, lost, late, illegible, misdirected, garbled, damaged or delayed electronic or other communications or other technical problems related to website entries. Sponsor, in its sole discretion, reserves the right to disqualify any person who tampers with the entry process or the operation of the web site, or who otherwise violates these rules. By entering, entrants accept and agree to abide by the terms of these Official Rules and Conditions.

2. Eligibility. This Sweepstakes is only open to residents of the 50 United States and the District of Columbia (except Florida and New York) who are 18 years of age or older and possess a valid driver's license at time of entry and prize redemption. Residents of Florida and New York are not eligible. Employees of Electronic Arts Inc. ("Sponsor"), Chevrolet, PrizeLogic, LLC and their respective affiliates, subsidiaries, parents, representatives, advertising, promotion and publicity agencies and the immediate families of each are not eligible. Sweepstakes is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Prizes; Winner Selection and Notification. There is one (1) prize.

One (1) Winner will receive a 2011 Chevy Cruze Sedan 2LT. Manufacturer's Suggested Retail Price is \$21,675.00.

2011 Chevy Cruze Sedan 2LT features, including, but not limited to, interior and exterior color(s) are within sole discretion of Sponsor. Any variation from the offered prize 2011 Chevy Cruze Sedan 2LT model color(s), equipment, accessories, or other

features, including any upgrades may be permitted by delivery dealer in dealer's sole discretion, and must be paid for by the prize Winner.

Odds of winning any prize depend upon the number of eligible entries in the Sweepstakes.

Prizes are not transferable. No assignment, transfer or substitution of prizes for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal value. All expenses not specified above, including, without limitation, all federal, state and local taxes, and international tariffs, and fees on prizes (including, without limitation, delivery, title, registration, dealer preparation costs, licensing fees and insurance for the automobile prize), are the sole responsibility of the individual winners.

Winners will be determined by random drawing on or about October 11, 2011 from all eligible entries received. The drawing will be conducted at 25200 Telegraph Road #405, Southfield, Michigan 48033 by Sponsor or its designee, PrizeLogic, LLC, the judge of the Sweepstakes, whose decisions are final and binding.

Winner will be required to complete and sign an Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within 14 days of attempted notification in order to claim prize. Prize winner will be required to provide proof of insurance at time of prize redemption. Winners will be notified on or about October 12, 2011 by an email sent to the email address specified on the entry form. If winner cannot be contacted at this email address, is contacted and does not respond as directed within 14 days of attempted notification, refuses the prize or is ineligible to accept the prize, prize may be forfeited and awarded to an alternate winner. All prizes claimed in accordance with the Official Rules will be awarded. Winners may be required to provide a shipping address to claim prize. Allow 4-6 weeks for delivery of prize. Prize certificate and information will be sent to the prize winner by mail. 2011 Chevy Cruze Sedan will be shipped to the Chevrolet dealership closest to winner's residence. Prize winner must take delivery of prize from the automobile dealership designated by Sponsor.

4. General Conditions. Electronic Arts Inc. Chevrolet, PrizeLogic LLC and their affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies are not in any way responsible or liable for damages, loss or injury resulting from entrants' participation in this Sweepstakes or the acceptance, possession, shipping and handling, loss, use or mis-use of any prizes awarded in this Sweepstakes. Entrants and Winners assume sole liability for injuries, including personal injuries and/or damage to property, caused or claimed to be caused by participating in this Sweepstakes or the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded. Sponsor has the right to cancel, terminate or modify this Sweepstakes if it cannot be completed as planned due to computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond Sponsor's control, including, without limitation, insufficient volume of eligible entries, and to select winners from eligible entries received on or before the termination date Sponsor is not responsible for any failure to contact entrants, whether due to technical or human error.

By entering this Sweepstakes, entrants agree (i) that Sponsor may post their entries on Sponsor's website and in any and all publicity and advertising for Electronic Arts, this Sweepstakes or other promotions by Sponsor without any further attribution, notification or compensation to entrants, and except if entrant is a resident of TN or otherwise where prohibited by law, has the right to use the entries along with entrant's user or screen name and hometown therewith; (ii) to be bound by these Official Rules and decisions of the judges, and (iii) to be contacted by Sponsor or its agents by telephone, mail or email regarding this Sweepstakes. The Sweepstakes is governed by the laws of the United States and all claims must be resolved in the United States. If there is a dispute regarding the identity of an entrant, the entry will be deemed submitted by the person in whose name the email account is registered.

5. Winners list. A winners list will be available at www.facebook.com/easportsmaddennfl after winner is determined, verified and posted for approximately two weeks.

6. Sponsor. This Sweepstakes is sponsored by Electronic Arts Inc. 209 Redwood Shores Parkway, Redwood City, CA 94065.

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