



EA SPORTS and NCAA Football Announce Inaugural Fellowship

Former Football Student-Athletes to Contribute to Videogame Development

REDWOOD CITY, Calif. & LEXINGTON, Ky.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:ERTS) and [NCAA Football](#) today announced a new fellowship program that will provide former football student-athletes an opportunity to gain first-hand knowledge of the games industry as well as the business of sports.

EA SPORTS and NCAA Football will offer two post-graduate, former football student-athletes an opportunity to apply their skills and knowledge of the sport to the newest edition of the [EA SPORTS™ NCAA@ Football](#) videogame through a sixteen-week full-time, paid fellowship, commencing in January 2012. The positions will be based out of the EA Tiburon studio in Orlando, Fla.

"Over the past several years, the *NCAA Football* development team has been praised for providing fans with an unparalleled college football experience that represents the sights, sounds, and traditions of gameday," said Cam Weber, GM of Football, EA SPORTS. "We are excited to add additional football student-athletes to our team, and are confident that their experience on the field will further enhance the depth and authenticity of the videogame franchise."

For the last 18 years, the *NCAA Football* videogame franchise has delivered the pride and pageantry of gameday by connecting players to the emotion of the college football experience. From fight songs to school specific traditions, all 120 Division I FBS college programs are recreated with unparalleled authenticity. Interns selected for the fellowship will be challenged to translate their college football journey to creating compelling new game experiences for *NCAA Football* fans.

"We look forward to embarking on this new initiative with EA SPORTS and giving former football student-athletes an opportunity to parlay their passion for the game to a unique young professional experience," added David Bertram, executive director, NCAA Football.

Interested applicants may work directly through EA SPORTS University Relations. For more information, please contact Shawna Adamson, EA SPORTS University Relations Manager, URFellowships@ea.com.

NCAA Football 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 EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

Find EA SPORTS NCAA Football on Facebook: [facebook.com/easportsncaafotball](https://www.facebook.com/easportsncaafotball)

Follow EA SPORTS NCAA Football 12 on Twitter: [@EANCAAFootball](https://twitter.com/EANCAAFootball)

Follow NCAA Football on Twitter: [@NCAAFootball](https://twitter.com/NCAAFootball)

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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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 Athletic Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. NCAA Football is managed by IMG College, a division of IMG Worldwide. For more information on NCAA Football, visit www.NCAAFootball.com.

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