



## Touchdown! EA's Madden NFL 12 Kicks Off with a Big Opening Week

*More than 1.4 Million Copies Sold Through in Week One;  
Up 10 Percent Year Over Year*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#), (NASDAQ:ERTS) announced today that [EA SPORTS Madden NFL 12](#) has sold through more than 1.4 million copies across all consoles in its first week at retail (Aug. 30 - Sept. 5), up 10 percent over last year's opening week of sales. Based on internal estimates, digital gross revenue, driven largely by the *Madden Ultimate Team* mode, is up 78 percent over last year.

"*Madden NFL 12* is off to a great start, and we've seen a tremendous amount of excitement and demand this first week," said Chris Homeister, senior vice president and general manager of the home entertainment group at Best Buy. "Fans lined up at Best Buy stores around the country for midnight launch events to be the first to bring *Madden NFL 12* home and get a jump on their rivals."

Among the additional notable accomplishments for *Madden NFL 12* in its first week at retail:

- *Madden NFL 12* fans have played more than 5.4 million online connected game sessions since launch; the equivalent of more than 10,000 regular NFL seasons.
- *Madden Ultimate Team* has been a big hit, with fans having purchased nearly 200,000 *Madden Ultimate Team* card and coin packs in the first seven days.
- *EA SPORTS Season Ticket* subscribers got a jump on the competition, with early full-game digital access to *Madden NFL 12* beginning on August 26. Fans logged more than four million total gameplay minutes in the early access period.
- Within its first week on the market, *Madden NFL 12* reached the number one top paid spot on the Android market and ranked in the top 10 grossing on the App Store for iOS platforms.

"With the start of the NFL season only days away, fans are thrilled to get back to football and they're doing so in record numbers through *Madden NFL 12*," says Andrew Wilson, executive vice president of EA SPORTS. "The growth across console and digital shows that the appetite for the *Madden NFL* franchise has never been bigger."

*Madden NFL 12* sets a new benchmark for the franchise by delivering the most authentic NFL gameplay experience to date. *USA Today* says, "*Madden NFL 12* is a delightful pro football simulation and perhaps the series' best entry in the PlayStation 3/Xbox 360 era" and, according to *Planet Xbox 360*, "This is the *Madden NFL* that the hardcore football fans thought only existed in their dreams."

*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 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.

*Madden NFL 12* is now available and retails for \$59.99 on the Xbox 360® video game system from Microsoft and the PlayStation®3 computer entertainment system, \$49.99 on Wii™, and \$39.99 on PlayStation 2 and PSP (PlayStation Portable) handheld entertainment system as well as Android devices, iOS devices and feature phones. The free-to-play [Madden NFL Superstars 12](#) game is now available on Facebook. *Madden NFL 12* is developed in Orlando, Florida by EA Tiburon and has been rated "E" for Everyone by the ESRB.

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

All player participation has been facilitated by National Football League Players Incorporated, the licensing and marketing subsidiary of the NFL Players Association.

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](http://www.easports.com) to connect, share and compete.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™, and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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