



EA Sports NHL 12 in Stores Now

Be the Next Great Legend with NHL 12

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:ERTS) announced today that EA SPORTS™ *NHL*® 12 is now available in retail stores throughout North America. *EA SPORTS NHL 12* is available for the PlayStation®3 computer entertainment system and Xbox 360® video game and entertainment system.

"As a winner of twenty-two sports game of the year awards, the NHL franchise has a history of producing high quality and innovative entertainment experiences and this year we have taken it to new heights. With over 300 gameplay improvements and the ability to play with some of the NHL's greatest legends, such as Wayne Gretzky and Mario Lemieux, *NHL 12* is our most exciting offering yet," says Dean Richards, General Manager Team & Action Sports, EA SPORTS.

EA SPORTS NHL 12 authentically captures hockey as it is played on the ice with more than 300 gameplay refinements highlighted by three key innovations: Anticipation AI, Dynamic Goalies and the Full Contact Physics Engine. Anticipation AI takes *NHL 12* to the next level as players will now intuitively determine their next move by reading and anticipating the play. With the Full Contact Physics Engine, size and strength matter. *NHL 12* continues to innovate by giving you true to life collisions and control over the battles around the crease. With Dynamic Goalies, goalies are live for the first time ever. Players can make contact with goalies as they crash the crease and goalies will battle through traffic in front of the net as they fight through screens to make awe-inspiring saves.

New in *EA SPORTS NHL 12* is the introduction of legends; nine former NHL greats — including Wayne Gretzky, Gordie Howe, and Mario Lemieux — will be integrated into the game across virtually every mode, including the all-new Be A Legend Mode. Be the next great legend in the revamped Be A Pro mode. Play as your created pro and earn every shift on the ice with stellar play, big hits, and spectacular goals as you progress towards greatness. New to the mode is the ability to simulate to your next shift while the all-new EA SPORTS Action Tracker, which tracks and presents every major event that takes place while your character is off the ice. This feature will enhance the gameplay experience as gamers will now spend less time watching from the bench and more time playing, while still being aware of the game situation as they step back onto the ice for their next shift.

Get ready to play *Hockey Ultimate Team* all day, every day with *EA Ultimate Hockey League* 24/7*. New to *Hockey Ultimate Team* is the ability to play against a user's team even when they are offline as opponents' teams will be downloaded directly from the EA servers, presenting the player with a fresh opponent each time and thousands of teams to compete against. Face off against teams that are within range of your skill level or test your skill against a Top 100 team — the best the *EAUHL* has to offer.

EA SPORTS NHL 12 is the second title to participate in the *EA SPORTS™ Season Ticket* program**. *Season Ticket* subscribers were provided full digital access to *EA SPORTS NHL 12* three days before retail launch.

Assets:

To download *NHL 12* assets, please visit the EA press site at <http://info.ea.com>.

NHL 12 was developed at EA Canada in Vancouver and is rated ESRB 10+ and PEGI 16; visit www.esrb.org and www.pegi.info for more information. For more information on *NHL 12*, please visit www.easports.com/nhl or become a fan of EA SPORTS NHL on Facebook at <http://www.facebook.com/easportsnhl> and follow us on Twitter via <http://www.twitter.com/easportsnhl>.

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

*EA SPORTS NHL 12, EA Account, Online Pass and an internet connection are required for play. You must be at least 13 years old to register for an EA account.

**EA SPORTS™ Season Ticket is an all-new program that provides four new premium benefits for an annual fee of \$24.99 or 2000 Microsoft Points: 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. The participating franchises include *Madden NFL Football*, *NHL hockey*, *FIFA Soccer*, *Tiger Woods PGA TOUR*® golf and *NCAA*® *Football*. EA SPORTS Season Ticket is available on Xbox 360® in North America, Europe, Australia and New Zealand, and on PlayStation 3 in North America. Conditions and restrictions apply. For more information on the program — including subscription instructions, please visit www.easports.com/seasonticket.

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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