



EA SPORTS NHL 12 Shatters Records in First Week

Biggest First Week in Franchise History; Up 19 Percent Year Over Year

Franchise to Expand to Facebook Next Month with NHL Superstars

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) today announced the record-breaking launch of *NHL® 12*. Based on internal estimates, *NHL® 12* had its biggest launch week in franchise history with more than \$27 million generated at retail worldwide. First week unit sales of *NHL® 12* were up 19 percent across Europe and North America. The game launched Sept. 9 in Europe and Sept. 13 in North America.

EA SPORTS™ also announced that the NHL franchise will be expanding with *NHL® Superstars**, a free-to-play social game on Facebook®. *NHL Superstars* will bring an all-new NHL experience to millions of hockey fans by enabling players to build and manage their ultimate team of professional hockey players. With dynamic and accessible gameplay, fans can compete head-to-head in games against their Facebook friends from around the world. *NHL Superstars* will be available in early October.

"The fan response to *NHL 12* has been incredible, and we're delighted to expand the franchise to Facebook next month," said Andrew Wilson, Executive Vice President, EA SPORTS. "*NHL 12* is our most exciting hockey game ever, with more than 300 gameplay improvements and the ability to play with some of the NHL's greatest legends."

Among the additional notable accomplishments for *NHL® 12* since its launch on September 13 in North America and September 9 in Europe:

- *NHL® 12* sold through more than 451,000 copies at retail worldwide in its first week.
- Fans logged more than 6.9 million online connected game sessions last week (Sept. 13-19), which marks the most online games played in one week in franchise history and 17 percent more than last year's opening week.
- Each day last week, an average of 86 total hours of online gameplay of *NHL® 12* were played by fans — the equivalent of more than 70 full NHL seasons of action every single day.
- *NHL 12* has earned 17 review scores of 90 or better around the world, including a perfect mark from Gaming Age who said "NHL fans need to buy *NHL 12* if only to play the best representation of the sport ever created." GameTrailers proclaimed that "*NHL 12* refuses to say that amazing is good enough," while Game Informer raves "*NHL 12* is strongest where it counts — on the ice."

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 *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.

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. *NHL® 12* is available for the PlayStation®3 computer entertainment system and Xbox 360®

video game and entertainment system. 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*.

**Facebook account required.*

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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