



## EA SPORTS FIFA Soccer 12 in Stores Now

*Anticipation Peaks With Nearly 3.5 Million Demo Downloads In First Week And Record 800,000 (And Counting) Games Pre-Sold Globally*

*Dedicated U.S. Advertising features Steve Nash, Tim Lincecum, Hope Solo, and Landon Donovan*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: ERTS) announced today that EA SPORTS™ [FIFA Soccer 12](#) — the number one selling sports videogame franchise on the planet\* — is in retail stores now throughout North America, and will be available in the rest of the world beginning Sept. 30. Launching on 12 different platforms — including Mac for the first time ever — anticipation for *FIFA Soccer 12* has reached record levels. Fans have already pre-ordered 800,000\*\* copies of *FIFA Soccer 12* — an EA SPORTS all-time high and a 108% increase year over year — while the *FIFA Soccer 12* demo for the PlayStation®3 computer entertainment system, and Xbox 360® videogame and entertainment system, received a record 3.49 million downloads\*\*\* through the first seven days of release — the most ever for an EA SPORTS game\*\*\*.



*FIFA Soccer 12* is launching to global critical acclaim. It is currently the highest rated sports videogame ever^ on PlayStation3 and Xbox 360 with an average review score of 92 on the PlayStation3, and 91 on Xbox 360. In addition, *FIFA Soccer 12* was chosen "Best Console Game" at gamescom 2011, winner of the prestigious E3 Game Critics award for "Best Sports Game" at E3 2011, and 23 other awards to date.

*FIFA Soccer 12* brings to the pitch the game-changing new Player Impact Engine, and revolutionary gameplay innovations inspired by the real-world game, including all-new Precision Dribbling, Tactical Defending, and Pro Player Intelligence. Plus, new live services and breakthrough social experiences like EA SPORTS Football Club, and FIFA Ultimate

EA SPORTS FIFA Soccer 12 in Stores Now (Photo: Business Wire)

Team, will deepen fans' connection to the real-world game, their favorite club, and their friends, rivals and millions of other players around the world in the massive FIFA online community. *FIFA Soccer 12* on Mac has the same revolutionary core gameplay features as the HD consoles, and for the first time ever, Mac and PC gamers can play with and against each other in online head-to-head matches.

For the first time ever, *FIFA Soccer 12* in North America is launching with a dedicated broadcast and digital advertising creative campaign with an all-star cast of celebrities. Created by the advertising agency Heat, 'Join the United States of FIFA' campaign features U.S. Men's National Team and LA Galaxy star Landon Donovan, U.S. Women's National Team star Hope Solo, San Francisco Giants pitcher Tim Lincecum, Phoenix Suns basketball star Steve Nash, and others. The video featuring Donovan and Lincecum can be viewed here <http://www.youtube.com/watch?NR=1&v=Fe1EPpgw81k> while the video featuring Nash and Solo can be viewed here <http://www.youtube.com/watch?v=CmOueqK-6Gw>.

Today also marks the official start of the *FIFA Soccer 12* Takeover Tour, a 40-city, six-week long program that showcases *FIFA Soccer 12* on the PlayStation3. Throughout six weeks, two vehicles outfitted with 15 TVs along with 15 PS3™ systems will travel to cities throughout the United States. At each Tour stop, fans will have the opportunity to play *FIFA Soccer 12*, receive free prizes and the chance to win a PS3. For more information about the EA SPORTS *FIFA Soccer 12* Takeover Tour, including specific Tour stop details, visit the Facebook Fan Page at <http://www.ea.com/soccer/news/fifa-12-takeover-tour-1> or via the Tour's Twitter Feed at <http://twitter.com/EAFIFA12Tour>.

*FIFA Soccer 12* is localized into 18 languages and available in 51 countries. It is available for the PlayStation®3, Xbox 360®, PC, Mac, Wii™, PlayStation®2, Nintendo 3DS™, PSP (PlayStation®Portable) system, iPhone®, iPad™, iPod touch and iOS

mobile devices. The game is available for digital download on PC at [www.orgin.com](http://www.orgin.com). *FIFA Soccer 12* on Mac is available for digital download in North America via Amazon, Gametree (Transgaming), Direct2Drive, and Gamersgate.

*FIFA Soccer 12* is rated E for everyone by the ESRB and Pegi 3+. Screenshots are available at <http://info.ea.com>. For the latest news on *FIFA Soccer 12* join more than six million fans in the EA SPORTS FIFA community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at [www.twitter.com/easportsfifa](http://www.twitter.com/easportsfifa).

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

\* Based on units sold world-wide as of July 25, 2011 (via NPD, Chart-track, GFK & Famitsu Marketing Data Service)

\*\* according to internal sales data as of September 16, 2011

\*\*\* data provided by Microsoft and Sony

^ Source [www.metacritic.com](http://www.metacritic.com) as of Sept. 27, 2011

## 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>.

EA SPORTS, EA SPORTS Active, *The Sims* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. *John Madden*, *NFL*, *NCAA*, *Tiger Woods*, *PGA TOUR* and *FIFA* are the property of their respective owners and used with permission. "PlayStation" and the "PSP" are registered trademarks of Sony Computer Entertainment Inc. *Xbox 360* is a trademark of the Microsoft group of companies. *Wii* and *Nintendo 3DS* are trademarks of Nintendo. *iPad* is a trademark of Apple Inc. *iPod* and *iPod touch* are trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50009788&lang=en>

Electronic Arts Inc.  
Steve Frost, 604-456-5067  
Manager, Communications  
[sfrost@ea.com](mailto:sfrost@ea.com)  
Colin Macrae, 604-456-3685  
Sr. Director, Communications  
[cmacrae@ea.com](mailto:cmacrae@ea.com)  
David Tinson, 650-628-5189  
VP, Communications  
[dtinson@ea.com](mailto:dtinson@ea.com)

Source: Electronic Arts Inc.

News Provided by Acquire Media