



EA and NCAA Football Announce Inaugural Selections for Videogame Development Fellowship

Former Football Student-Athletes Bring On-Field Experience to Developing NCAA Football Videogame Franchise

REDWOOD CITY, Calif. & LEXINGTON, Ky.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) and [NCAA Football](#) today announced that Richard Mancuso and Clint Oldenburg will join the EA SPORTS™ [NCAA® Football](#) development team as a part of the inaugural EA SPORTS NCAA Football fellowship, a sixteen-week full-time, paid opportunity for former football student-athletes to apply their skills and knowledge of the sport to the development of the *NCAA Football* videogame.

Mancuso, a computer science and engineering graduate of the Massachusetts Institute of Technology, was a three-year starting quarterback, New England Football Conference Rookie of the Year, and was awarded the Boston Globe Golden Helmet Award. Oldenburg, a technical journalism graduate of Colorado State University, was a starting offensive lineman for three years and a fifth round NFL draft pick in 2007.

"We put a premium on identifying individuals that combine real-world experience and knowledge of football with talent and passion for video game development," said Cam Weber, GM of Football, EA SPORTS. "This first-ever fellowship program provides the fantastic opportunity to help us find experienced football student-athletes, such as Richard and Clint, to add to our development teams and help take our game to the next level."

For the past 18 years, the *NCAA Football* videogame franchise has delivered the pride and pageantry of game day 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. The fellows will both contribute to engineering and design development to further enhance the *NCAA Football* gameplay experience.

"The inaugural fellows program continues to strengthen our relationship with EA, and it gives former football student-athletes an opportunity to turn their passion and skills for the game into a meaningful professional experience," added David Bertram, Executive Director of NCAA Football, the coalition established to promote college football, which is managed by IMG College, a division of IMG Worldwide.

The fellowship term will run from January 17 to May 4, 2012. Both positions will be based out of the EA Tiburon studio in Orlando, Fla.

NCAA Football is developed in Orlando, Fla. 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.

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About Electronic Arts

Electronic Arts (NASDAQ:EA) 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](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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