



EA and ESPN's SportsNation Unveil Fan-Selected Players to Compete in Madden NFL 13 Cover Vote

Fan Voting Continues to Determine Who Will Become This Year's Cover Athlete

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) and ESPN announced today the 32 fan-selected NFL players who will advance in the [EA SPORTS™ Madden NFL 13](#) Cover Vote. The announcement follows a two week play-in round, during which time fans voted between two teammates in matchups for each NFL team on the *SportsNation* Facebook page. Today, winners from each matchup moved on to the official cover vote bracket. Fans can vote for their favorite cover athlete candidate from their computer or mobile phones at [ESPN.com/MaddenVote](#) through April 25.

To kick off the *Madden NFL 13* Cover Vote bracket debate, a *SportsNation* "Madden Cover Vote Special" will air tonight on ESPN 2 from 6-7 p.m. ET. Every Wednesday throughout the campaign, fans can tune in to *SportsNation* at 5 p.m. ET for an in-depth discussion about the latest voting results and to see which players have advanced to the next round. The tournament will culminate with the reveal of the *Madden NFL 13* cover athlete on *SportsNation* on April 25, the night before the 2012 NFL Draft.

The results of the *Madden NFL 13* Cover Vote play-in round are:

Play-In Round Winners

Arizona Cardinals	Larry Fitzgerald	Miami Dolphins	Reggie Bush
Atlanta Falcons	Matt Ryan	Minnesota Vikings	Jared Allen
Baltimore Ravens	Ray Rice	New England Patriots	Rob Gronkowski
Buffalo Bills	Stevie Johnson	New England Patriots	Brandon Lloyd*
Carolina Panthers	Cam Newton	New Orleans Saints	Drew Brees
Chicago Bears	Matt Forte	New York Giants	Victor Cruz
Cincinnati Bengals	A.J. Green	New York Jets	Darrelle Revis
Cleveland Browns	Joe Haden	Oakland Raiders	Sebastian Janikowski
Dallas Cowboys	DeMarcus Ware	Philadelphia Eagles	LeSean McCoy
Denver Broncos	Tim Tebow	Pittsburgh Steelers	Troy Polamalu
Detroit Lions	Calvin Johnson	San Diego Chargers	Antonio Gates
Green Bay Packers	Aaron Rodgers	San Francisco 49ers	Patrick Willis
Houston Texans	Arian Foster	Seattle Seahawks	Marshawn Lynch
Indianapolis Colts	Dwight Freeney	Tampa Bay Buccaneers	LeGarrette Blount
Jacksonville Jaguars	Maurice Jones-Drew	Tennessee Titans	Chris Johnson
Kansas City Chiefs	Dwayne Bowe	Washington Redskins	Brian Orakpo

*Entered the Madden NFL 13 Cover Vote play-in round representing the St. Louis Rams.

Among the 32 players are past Super Bowl winners including Victor Cruz and Aaron Rodgers; perennial Pro Bowl players Larry Fitzgerald and Drew Brees; and some of the most dominant players in the NFL such as Troy Polamalu and Jared Allen. During the first ever play-in round, fan voting resulted in upsets like LeSean McCoy surpassing Michael Vick who was a finalist in last year's award-winning *Madden NFL 12* Cover Vote competition.

"Every football fan has an opinion on who should be on the *Madden NFL* cover, which was highly visible given the overwhelming response and debate that ensued during last year's campaign. We're proud to once again put the fate of the game's cover in our fans' hands and let them decide who is worthy of becoming the *Madden NFL 13* cover athlete," said director of marketing Anthony Stevenson. "Our collaboration with ESPN and *SportsNation* helped elevate the campaign to new heights last year and we're thrilled to team up again on this award-winning program."

"Sports fans are embracing the new structure of the *Madden NFL 13* cover vote and the response has been tremendous for the play-in round, which gives each team's fans an increased voice in the player selected for the vote," said Jamie Horowitz, Vice President, Original Programming and Production, ESPN. "*SportsNation* has the most engaged social audience across the ESPN network, and enabling them to share their votes across Facebook was an ideal way to tap into some of football's most

passionate fans."

The *Madden NFL 13* cover vote marks the third-consecutive year that EA SPORTS has asked fans to help shape the face of the *Madden NFL* franchise through a cover athlete voting campaign. It also marks the second year of its collaboration with ESPN and *SportsNation*. Last year, nearly 13 million votes were logged through ESPNsportsNation.com online and via the mobile web, the most ever for an ESPN cross-platform activation, which witnessed 10th seeded Peyton Hillis (Browns, RB) winning the honor to grace the cover of *Madden NFL 12*.

To ensure their favorite player advances to the next round of this year's competition, fans are encouraged to vote daily and tweet their picks using #MyMaddenCoverVote on Twitter. Beginning March 22 at 9:00 a.m. ET, fans can also visit the [Madden NFL Facebook page](http://MaddenNFLFacebook.com) to fill out their own *Madden NFL 13* cover athlete bracket to compete against their friends for the chance to win Super Bowl tickets and copies of *Madden NFL 13*. Visit www.facebook.com/EASPORTSMaddenNFL for Official Rules.

Madden NFL 13 is developed in Orlando, Florida by EA Tiburon. For more information about *Madden NFL 13* please visit <http://www.ea.com/madden-nfl>. To download assets pertaining to the *Madden NFL 13* Cover Vote please visit <http://maddennfl13.newslinevine.com> or www.info.ea.com.

NFL Players Incorporated facilitated all player participation, most notably through the use of a new mobile app developed in partnership with [Playmark, Inc.](http://Playmark.com) that allows players to quickly and easily record videos to share with their fans online.

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 basketball, NCAA® Football, 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 to connect, share and compete.

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 <http://info.ea.com>.

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About SportsNation

SportsNation is a live sports television show born from the Internet, fueled by fan interaction and focused on fun. The show, which has the youngest and most male audience on the ESPN network, features discussions of the day's hottest sports topics but also smaller stories that generate buzz on the Web but are overlooked by other shows. Feeding off the theory that if two heads are better than one, 200,000 heads are better than two, *SportsNation* engages hundreds of thousands of sports fans across the country via ESPN.com's SportsNation page (<http://espn.go.com/sportsnation/>).

About ESPN Games and EA

ESPN's long-standing relationship with EA produces deep brand integrations into console gaming titles such as *EA SPORTS NCAA Football 12* and *Fight Night Champion*. Additionally, the relationship in 2011 produced the biggest ESPN poll vote ever for the *Madden NFL 12* cover vote, logging nearly 13 million votes, the most ESPN votes ever for a joint collaboration. The Emmy award-winning *EA Virtual Playbook* also most recently extended to boxing and golf in 2011.

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