



November 19, 2012

EA SPORTS Madden NFL 13 and FIFA Soccer 13 Available Now for Wii U

Exclusive Features Using GamePad Create New Ways To Play On Wii U

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) yesterday launched *Madden NFL 13* and *FIFA Soccer 13* on Wii U™ in North America, bringing two of gaming's biggest franchises to Nintendo's brand-new console. With beautiful HD graphics and exclusive new features using the Wii U GamePad™, *Madden NFL 13* Wii U and *FIFA Soccer 13* Wii U deliver authentic experiences and new ways to play.

"We're very proud to be offering our two most popular sports franchises to a brand new audience," said Andrew Wilson, Executive Vice President, EA SPORTS. "Both the *Madden NFL* and *FIFA* development teams have created new and different ways to play and we believe fans will really enjoy the unique experience they can get only on Wii U."

Madden NFL 13 Wii U offers several features exclusive to the Wii U, including streamlined playcalling, personnel management, and more — all directed from the innovative touchscreen of the Wii U GamePad. Utilizing the GamePad, fans can quickly and easily make pre-play adjustments, such as creating new offensive and defensive hot routes simply by tracing on the screen, or swapping personnel by tapping a position and then choosing the substitute to bring into the game. Playcalling is also streamlined, as fans can tap and swipe their way to the perfect play for any situation. Another innovative, exclusive feature of *Madden NFL 13* Wii U is Detached Mode, which allows true enthusiasts to play the game completely on the Wii U GamePad, freeing up the television for other programming. Ultimately, *Madden NFL 13* Wii U brings next generation innovation and gameplay, to a Nintendo platform like never before.

In addition, *Madden NFL 13* Wii U includes the all-new Connected Careers mode where players can build their own legacy as a player or a coach — or relive the glory of an all-time legend. The game also showcases fan-favorite features like Total Control Passing, read and react defensive AI and the new broadcast team of Jim Nantz and Phil Simms. It all comes together to create the most interactive, intuitive and impressive *Madden NFL* game yet.

FIFA Soccer 13 features innovations utilizing the GamePad that create new ways to play and immerse fans in the action on the pitch. During a match, simply shake the GamePad to activate the shooting zone, touch the screen to pick a spot precisely on goal, and fire away. With free kicks and penalties, look through the GamePad screen for the player's on-field perspective to aim the ball, and then let fly. Take control of a specific defender by tapping on the player using the touch screen or tap on an attacking player and watch your closest defender mark or tackle him.

FIFA Soccer 13 features new modes exclusive to the Wii U. Take the reins as manager in all of the main game modes and make key strategic real-time decisions using the GamePad. Control all of your players with the Interactive Radar and create your own defense-splitting runs. Analyze match or player stats — including the opposition — in real-time to make managerial decisions and then change any facet of a team's tactics without interrupting the game. Experience the thrill of managing your favorite club in Manage Match, directing players from the sidelines and even giving half-time talks. Compete with friends in Co-op Mode, Career Mode or Tournaments with one player managing and up to four others playing. Go online and play head-to-head in FIFA Seasons, the most popular mode in FIFA, competing in ranked online seasonal play with promotions and relegations. Plus, connect and interact with friends like no other FIFA title. Use the Friends tab to see your friends online and invite them to play using touch screen typing and real-time messaging.

Madden NFL 13 and *FIFA Soccer 13* on Wii U are rated "E" for Everyone by the ESRB and are available for \$59.99. *Madden NFL 13* is developed in Orlando, Florida by EA Tiburon while *FIFA Soccer 13* is developed by EA Canada. To learn more about *Madden NFL 13* Wii U, visit <http://www.easports.com/madden-nfl>. For *Madden NFL 13* Wii U assets, visit: <http://maddennfl13.newslinevine.com/wii-U.html>. Join more than 10 million fans in the EA SPORTS FIFA soccer community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at www.twitter.com/easportsfifa. The *FIFA Soccer 13* website is <http://www.ea.com/ca/fifa-soccer-13>. Assets for both games are available at <http://info.ea.com>.

FIFA Soccer 13 Wii U will launch in Europe on November 30 and in Japan on December 7. The game is rated PEGI 3+.

All player participation has been facilitated by National Football League Players Incorporated, the licensing and marketing subsidiary of the NFL Players Association (NFLPA).

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *SSX™* and *Fight Night* boxing.

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 delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 250 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available bit.ly/info.ea.com.

EA SPORTS, *The Sims*, *SSX* and *Need for Speed* are trademarks of Electronic Arts Inc. *Mass Effect* is a trademark of EA International (Studio and Publishing) Ltd. *Battlefield* is a trademark of EA Digital Illusions CE AB. Official FIFA licensed product. "© The FIFA name and OLP Logo are copyright or trademark protected by FIFA. All rights reserved." Manufactured under license by Electronic Arts Inc. John Madden, NFL, NBA, NCAA, Tiger Woods and PGA TOUR are the property of their respective owners and used with permission. Nintendo trademarks and copyrights are the property of Nintendo. All other trademarks are the property of their respective owners.

Electronic Arts Inc.
Madden NFL 13
Julie Foster, 407-386-5184
Sr. Communications Manager
jfoster@ea.com

or
Madden NFL 13
Brad Hilderbrand, 407-386-4246
Communications Specialist
bhilderbrand@ea.com

or
FIFA Soccer 13
Steve Frost, 604-456-5067
Communications Manager
sfrost@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media