



April 22, 2013

## EA SPORTS and NHL.com Launch NHL 14 Cover Vote

*Last Year's Inaugural EA SPORTS NHL Cover Vote Generated More Than 25 Million Fan Votes and Landed Philadelphia Flyers' Captain Claude Giroux on the Cover*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), the National Hockey League (NHL®) and the National Hockey League Players' Association (NHLPA®) announced today that fans can once again shape the face of the world's hockey video game franchise with the launch of the 2<sup>nd</sup> annual EA SPORTS NHL® Cover Vote Campaign on [NHL.com/CoverVote](http://NHL.com/CoverVote).



"After last year's record setting campaign where more than [25 million votes](#) were cast, this is another tremendous opportunity for our fans to once again show their support for their team and selected players by voting in this second installment of the EA SPORTS NHL Cover Vote Campaign," Dave McCarthy, NHL Vice President Consumer Products Marketing. "We look forward to our fans' creativity and incomparable passion in driving another record setting vote count and ultimately determining who will grace the cover of NHL® 14 worldwide."

"These 60 NHL stars are excited to be finalists in the vote campaign that will see the fans ultimately select the EA SPORTS NHL 14 cover athlete. Following an impressive level of fan and player engagement shown in the cover vote last year, we are looking forward to seeing

EA SPORTS and [NHL.com](http://NHL.com) launch NHL 14 Cover Vote (Photo: Business Wire)

how the bar will be raised this year," said Adam Larry, NHLPA Director of Licensing.

"Players who have graced the EA SPORTS NHL cover in the past have historically had banner years in the season that followed," said Dean Richards, General Manager, EA SPORTS NHL. "Patrick Kane scored the Stanley Cup winning goal in 2010, Steven Stamkos notched a league-leading 60 goals in 2012 and Claude Giroux becoming the Captain of the Philadelphia Flyers this season. We're looking forward to see which fans step up to get their player on the cover of NHL 14."

The voting process will consist of two preliminary rounds, followed by a 16-player bracket as a field of 60 NHL players is narrowed down to one. The winning player will be revealed as the EA SPORTS NHL 14 Cover Athlete during the 2013 Stanley Cup® Final\*. Fans worldwide are encouraged to vote as often as possible at [NHL.com/CoverVote](http://NHL.com/CoverVote) to ensure their favorite player advances through the rounds.

This year fans can double their voting power by using [these player specific hashtags](#) on "Twitter Vote Thursdays." Each player specific hashtag used on Twitter on Thursdays will be counted as two official votes. Fans can join the conversation about the cover vote every day by using [#NHL14CoverVote](#) on Twitter and Instagram.

### NHL 14 Cover Vote Schedule:

- **Round of 60 — April 22-28:** Teammate vs. teammate. One representative from each team plus two wild card selections advance. \*\*
- **32-Player Leaderboard — April 29-May 5:** Fans vote for their favorite 16 candidates; top 16 vote-getters advance.
- **16-player Bracket — May 6 - May 26:** Weekly round-by-round, single-elimination playoff bracket decides finalists.

- **The Finals — May 27- June 2:** Winner takes the *NHL 14* Cover.

### **NHL 14 Cover Athlete Candidates**

<b>Eastern Conference</b>			
<b>Bruins</b>	Tyler Seguin, Zdeno Chara	<b>Lightning</b>	Teddy Purcell, Victor Hedman
<b>Canadiens</b>	P.K. Subban, David Desharnais	<b>Maple Leafs</b>	Joffrey Lupul, James van Riemsdyk
<b>Capitals</b>	Nicklas Backstrom, John Carlson	<b>Panthers</b>	Kris Versteeg, Brian Campbell
<b>Devils</b>	Martin Brodeur, Adam Henrique	<b>Penguins</b>	Evgeni Malkin, Kris Letang
<b>Flyers</b>	Wayne Simmonds, Jakub Voracek	<b>Rangers</b>	Carl Hagelin, Ryan Callahan
<b>Hurricanes</b>	Eric Staal, Jordan Staal	<b>Sabres</b>	Ryan Miller, Tomas Vanek
<b>Islanders</b>	John Tavares, Michael Grabner	<b>Senators</b>	Craig Anderson, Milan Michalek
<b>Jets</b>	Evander Kane, Andrew Ladd		

<b>Western Conference</b>			
<b>Avalanche</b>	Matt Duchene, Gabriel Landeskog	<b>Kings</b>	Anze Kopitar, Dustin Brown
<b>Blackhawks</b>	Patrick Sharp, Duncan Keith	<b>Oilers</b>	Ryan Nugent-Hopkins, Taylor Hall
<b>Blue Jackets</b>	Brandon Dubinsky, Sergei Bobrovsky	<b>Predators</b>	Brandon Yip, Mike Fisher
<b>Blues</b>	Alex Pietrangelo, David Perron	<b>Red Wings</b>	Jimmy Howard, Pavel Datsyuk
<b>Canucks</b>	Ryan Kesler, Alex Burrows	<b>Sharks</b>	Joe Thornton, Logan Couture
<b>Coyotes</b>	Keith Yandle, Shane Doan	<b>Stars</b>	Kari Lehtonen, Jamie Benn
<b>Ducks</b>	Andrew Cogliano, Matt Beleskey	<b>Wild</b>	Mikko Koivu, Niklas Backstrom
<b>Flames</b>	Dennis Wideman, Lee Stempniak		

#### **Assets:**

To download assets, please visit the EA press site at <http://info.ea.com>. Visit the [EA SPORTS NHL 14](#) website for more details.

*NHL 14* is in development at EA Canada in Vancouver and has not yet been rated by the ESRB or PEGI; visit [www.esrb.org](http://www.esrb.org) and [www.pegi.info](http://www.pegi.info) for more information. Become a fan of [EA SPORTS NHL on Facebook](#) and [follow us on Twitter](#).

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](http://www.easports.com).

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.

\*Date and Time to be announced.

\*\*Wild cards to be selected by EA SPORTS.

#### **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 275 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*<sup>™</sup>, *Madden NFL*, *FIFA Soccer*, *Need for Speed*<sup>™</sup>, *Battlefield*<sup>™</sup> and *Mass Effect*<sup>™</sup>. More information about EA is available at [info.ea.com](http://info.ea.com).

EA SPORTS, SSX, The Sims 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. John Madden, NFL, NBA, NHL

NCAA, Tiger Woods, PGA TOUR and FIFA are the property of their respective owners and used with permission. All other trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.

*NHL® 14* is an Officially Licensed Product of the NHL and the NHLPA. NHLPA, National Hockey League Players' Association and the NHLPA logo are trademarks of the NHLPA. © NHLPA. NHL and the NHL Shield are registered trademarks of the National Hockey League.

NHL, the NHL Shield and the word mark and image of the Stanley Cup are registered trademarks and NHL Awards name and logo are trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © NHL 2013. All Rights Reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130422005358/en/>

EA SPORTS

Duke Indrasigamany, 604-456-3150

Manager, Communications

[dukei@easports.com](mailto:dukei@easports.com)

Colin Macrae, 604-456-3685

Sr. Director, Communications

[cmacrae@easports.com](mailto:cmacrae@easports.com)

Source: Electronic Arts Inc.

News Provided by Acquire Media