



April 25, 2013

Barry Sanders Named as Cover Athlete for Madden NFL 25 and First Game Details Released

Madden NFL 25 to Unlock the Power, Precision, and Creativity of the NFL Ball Carrier

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Yesterday [Electronic Arts Inc.](#) (NASDAQ: EA) and ESPN announced that after six rounds and a record-breaking 40 million votes, Barry Sanders stands triumphant as the cover athlete for *Madden NFL 25*. The results were revealed during a 1 hour primetime special on *SportsNation* on ESPN 2 last night, when Old School bracket champion Barry Sanders defeated New School bracket winner Adrian Peterson by taking 58% of the final vote. Last night also marked the debut of the *Madden NFL 25* [Run Free trailer](#).

During his run to the cover, Sanders triumphed over a who's who of NFL legends, including Ray Lewis, Marcus Allen, Joe Montana and Jerry Rice. Sanders' win is historic in many ways, as not only will he be appearing on the cover of the 25th anniversary of the *Madden NFL* franchise, but he is the first athlete ever to appear on back-to-back covers after sharing the *NCAA Football 13* box with Robert Griffin III last year. This also marks the first time players from the same team have secured consecutive covers as Detroit Lions wide receiver Calvin Johnson, Jr. appeared on the cover of *Madden NFL 13*.

"The *Madden NFL* franchise has such a rich tradition and history, and there's no better way to celebrate our 25th Anniversary than by having one of the best players of all-time on the cover," said Anthony Stevenson, Senior Director of Marketing for EA SPORTS. "Barry Sanders has long been a fan favorite, so we're proud to have him as the face of *Madden NFL 25*."

Following the cover reveal, the first two playbooks in the [Madden NFL 25 Playbook series](#) were revealed: "[Run Free](#)" and "[Infinity Engine 2](#)." This year's game celebrates 25 years of innovation and unlocks the power, precision, and creativity of the NFL ball carrier. Whether you're a slashing running back, dual-threat QB, or ball-hawking safety, fans will be able to unleash 30 new moves and string together devastating combos with the all-new precision modifier.

Year two of the award-winning Infinity Engine brings both a more polished physics simulation and introduces the all-new Force Impact System. Power moves including the Hit Stick, Truck, dive tackle and stiff-arm have been completely redesigned to harness the full potential of Infinity Engine 2, giving you more control over the outcome of a play than ever before.

Infinity Engine 2 also introduces a suite of new features and improvements, including hard run cutting for more natural changes of direction, user-controlled stumble recovery, improved run blocking, new post-play logic and more.

On defense, new tackle pursuit angles and "breakdown" behavior create a more authentic defensive experience. Defenders can now utilize hard cuts to recover quickly when caught out of position to get back into the play, and the introduction of heat-seeker tackling, special lunge tackles and more accurate dive tackles create the ultimate game of cat-and-mouse between the offense and defense.

Additional *Madden NFL 25* details will be released in the following playbooks on the following dates:

- **Playbook #3: Connected Franchise Part 1 (to be released 5/6)** —Cement your legacy as one of the all-time great NFL players or coaches in the new and improved Connected Franchise.
- **Playbook #4: Connected Franchise Part 2 (to be released 5/20)** — Take ultimate control of your franchise.
- **Playbook #5: Madden Share (to be released 6/24)** — The best content from around the *Madden NFL* universe, right at your fingertips.
- **Playbook #6: Madden Ultimate Team (to be released 7/1)** —Enjoy new ways to play and build your team in this year's edition of Ultimate Team.
- **Playbook #7: All-25 (to be released 7/8)** - Your voice. Your choice. Celebrating 25 years of *Madden NFL*'s best of the best.

Embraced by fans and honored by critics for 25 years, *Madden NFL* is known as the NFL's "33rd Franchise" due to its authentic gameplay, the development team's unparalleled access to NFL resources and its prominent place in NFL culture.

Madden NFL 25 is developed in Orlando, Florida by EA Tiburon and will be available for the Xbox 360® video game and entertainment system and PlayStation®3 computer entertainment system for \$59.99. Fans can pre-order at [GameStop](#) to receive the exclusive San Francisco 49ers Franchise Pack: Eddie DeBartolo Jr.*, Bill Walsh and Joe Montana for use in Connected Franchise and Madden Ultimate Team (*Eddie DeBartolo Jr. is only available for use in Connected Franchise.). To learn more about *Madden NFL 25*, visit <http://www.easports.com/madden-nfl>. Fans are also invited to [become a Madden Insider](#) for exclusive information on Facebook including the latest news, original content and more for *Madden NFL 25*.

All player participation has been facilitated by National Football League Players Incorporated (NFL PLAYERS), 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, *S S X™* 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 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*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*™ and *Mass Effect*™. More information about EA is available [at http://ea.com/info](http://ea.com/info).

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

Electronic Arts Inc.

Adam Tanielian

Sr. Director of Communications

Ph: 407-386-5824

atanielian@ea.com

or

Julie Foster

Sr. Communications Manager

Ph: 407-386-5184

jfoster@ea.com

or

Brad Hilderbrand

Communications Specialist

Ph: 407-386-4246

bhilderbrand@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media