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EA SPORTS and FIFA Extend Licensing Agreement Until 2022

REDWOOD CITY, Calif. & ZURICH--(BUSINESS WIRE)-- EA SPORTS™, a division of Electronic Arts Inc. (NASDAQ: EA) and the Fédération Internationale de Football Association (FIFA) have announced an extension of their existing licensing agreement until December 31, 2022.



EA SPORTS and FIFA Extend Licensing Agreement Until 2022 (Photo: Business Wire)

Under the terms of the agreement, EA SPORTS maintains exclusive rights to release FIFA-branded action and management videogames. In addition, EA SPORTS also holds exclusive rights to release the official FIFA World Cup™ videogame, as well as retaining its status as a Presenting Partner of the FIFA Interactive World Cup.

"EA SPORTS released the first FIFA-branded soccer game in 1993, and 20 years later our partnership with FIFA continues to be very strong," said Andrew Wilson, Executive Vice President and Head of EA SPORTS. "Our franchise has become the benchmark for quality and innovation in the sports videogame genre, and we look forward to many more years of connecting with consumers around the world with our games carrying the prestigious FIFA name."

"Our relationship with EA SPORTS is of high importance to FIFA," said Jérôme Valcke, FIFA Secretary General. "The FIFA videogames are a key experiential component in our work to communicate the FIFA brand and its values all over the world. This is highlighted by the 2.5 million football fans that have competed in this year's FIFA Interactive World Cup, which is just one example of the power of our partnership with EA."

The EA SPORTS FIFA franchise, the most critically acclaimed sports videogame franchise in the world, continues to drive record consumer engagement with over 65 million games played weekly.

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

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About FIFA

The Fédération Internationale de Football Association is the world governing body of football, comprising 209 football

associations grouped into six confederations. Based in Zurich, Switzerland, FIFA's mission is to develop the game of football at all levels, to touch the world through competitions such as the FIFA World Cup™ and to use the power and popularity of football to build a better future for the underprivileged. For the Game. For the World.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130507007387/en/>

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