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## Mexican National Team Star Javier 'Chicharito' Hernandez Signs with EA Sports

*Hernandez To First Appear On Cover Of FIFA 14 Launching Sept. 24 In North America*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that EA SPORTS™ has signed one of Mexico's most popular and accomplished footballers, Javier 'Chicharito' Hernandez, to a multi-year endorsement contract that will see him make his debut on the cover of *FIFA 14* in Mexico, and on one of two covers in the United States. Chicharito will appear wearing the Mexican national team home kit alongside the world's top footballer, Barcelona and Argentina superstar Lionel Messi. Fans in the United States will also have the option to choose the global cover featuring an iconic image of the world's No. 1 player, Messi.

Chicharito is a natural goal scorer beloved by fans in Mexico for his exceptional performances and goal-scoring track record since he took the world stage with the Mexican national team at the 2010 FIFA World Cup South Africa™. The 25-year-old is already the fifth highest goal scorer of all-time for the Mexican national team. In addition, Chicharito has gained international admiration for three incredibly successful seasons with Manchester United Football Club.

"We have long admired the flair and passion Chicharito brings to the sport," said David Rutter, Executive Producer of *FIFA 14*. "With Hernandez on our team we have Mexico's best and most exciting player to help EA SPORTS make a deeper connection with our fans."

"For me it's a real honor to have been selected to appear on the cover of *FIFA 14*, first of all because I declare myself a big fan of this game, and second because I'm looking forward to sharing my passion for football and EA SPORTS *FIFA 14* with fans all over the world," said Hernandez.

The multi-faceted partnership will see Chicharito become an EA SPORTS Football Ambassador. He will become the cornerstone of marketing and advertising campaigns in Mexico and North America, featured on packaging and utilized in social media activities. Chicharito will appear on the cover of *FIFA 14* on the Xbox 360® games and entertainment system with Kinect™ from Microsoft, and the PlayStation®3 computer entertainment system with PlayStation Move support.

Fans will experience the emotion of scoring great goals in *FIFA 14*\*. A new feature called Pure Shot and a Real Ball Physics system transform shooting, making every shot attempt feel real and exhilarating. A new feature called Protect The Ball inspires gamers to build play through midfield and dictate the tempo of a match. Players will feel the tension as chances are created and then unleash the perfect strike. Plus, revolutionary new step-based locomotion technology delivers Precision Movement, bringing the authentic motion of professional footballers to *FIFA 14*. Players now plant, pivot and cut, feel more agile and athletic, and move with the explosiveness of elite athletes. With engaging online features and live services that connect fans to the heartbeat of the sport—and to each other—through EA SPORTS Football Club and Match Day, *FIFA 14* is soccer's social network. Additional features will be revealed in the months ahead.

*FIFA 14* is available for pre-order\*\* now on all available platforms at <http://www.origin.com> and other retailers. The game is developed at EA Canada and has not yet been rated. Join the EA SPORTS community at <http://www.facebook.com/easports>. Follow us on Twitter @[easportsfifa](https://twitter.com/easportsfifa) and use the hash tag #FIFA14. For information about *FIFA 14* visit [www.easports.com/fifa](http://www.easports.com/fifa). Assets are available at <http://info.ea.com>.

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*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *S X*™ and *EA SPORTS UFC*®. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com).

\*Not all features available on all gaming platforms.

\*\*Offer restrictions apply. Please see [www.easportsfootball.com](http://www.easportsfootball.com) for details.

**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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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://www.ea.com/news>.

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