



July 3, 2013

Score Goals in EA SPORTS FIFA Soccer 13 and Send an MLS Forward to the 2013 AT&T MLS All-Star Game

Fans to Make History by Being the First to Use a Videogame to Determine the Outcome of a Vote for an All-Star Game

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- For the first time in any professional sports league, fans will be using a videogame to determine the outcome of a vote for an All-Star game. Electronic Arts Inc. (NASDAQ: EA) and Major League Soccer (MLS) today launched the start of the groundbreaking AT&T MLS All-Star "In the Game" Challenge, giving fans the opportunity to vote one forward into the All-Star Game by scoring goals in EA SPORTS™ *FIFA Soccer 13* on the Xbox 360® videogame and entertainment system, PlayStation®3 computer entertainment system, and PC.

Starting today, July 3, 9:00 AM PDT until July 10, 9:00 AM PDT, online enabled fans around the world that play *FIFA Soccer 13* can score as many goals as possible with their favorite MLS all-star forward candidate, and one goal equals one vote. The player with the most votes on July 10 will be named the AT&T MLS All-Star 'In the Game' Forward and will occupy the final forward spot on the All-Star Fan XI. Through general voting via MLSsoccer.com, text message and Twitter, 10 players were selected to the All-Star Fan XI, which will be unveiled on July 7 on ESPN during halftime of the Chicago Fire-Sporting Kansas City match (3 p.m. ET).

"The AT&T MLS All-Star 'In the Game' Challenge exemplifies how we're deepening the connection between the game of *FIFA* and the real world of soccer," said Jamie McKinlay, VP Marketing, EA SPORTS. "With this new and innovative All Star voting method, our fans can play our game, and for the first time ever, have an impact on a real-world match. This is an incredibly exciting way for our fans to show their support for their favorite MLS player and have a say in who makes the All-Star Squad."

"We are excited to team up with the EA SPORTS FIFA franchise to break new ground in the all-star voting process," said Howard Handler, Chief Marketing Officer, MLS. "One of the things that's distinctive about MLS is our fan-driven culture. We're eager to empower the millions of FIFA fans with The Challenge."

The 26 players eligible to be voted the AT&T MLS All-Star 'In the Game' Forward include:

- Claudio Bieler (SKC)
- Tristan Bowen (CHV)
- Deshorn Brown (COL)
- Will Bruin (HOU)
- Edson Buddle (COL)
- Kenny Cooper (DAL)
- Marco DiVaio (MTL)
- Landon Donovan (LA)
- Robert Earnshaw (TOR)
- Fabian Espindola (NY)
- Diego Fagundez (NE)
- Thierry Henry (NY)
- Federico Higuain (CLB)
- Adam Jahn (SJ)
- Eddie Johnson (SEA)

- Robbie Keane (LA)
- Sebastien Le Toux (PHI)
- Jack McInerney (PHI)
- Darlington Nagbe (POR)
- Dominic Oduro (CLB)
- Lionard Pajoy (DC)
- Blas Perez (DAL)
- Chris Rolfe (CHI)
- Alvaro Saborio (RSL)
- Camilo Sanvezzo (VAN)
- Chris Wondolowski (SJ)

For more information on how fans can get their vote on in *FIFA Soccer 13*, visit this [link](#) and www.MLSsoccer.com.

FIFA Soccer 13 is available now in retail stores throughout North America, and as a digital download through Origin. The videogame is available for the PlayStation 3 with PlayStation Move support, Xbox 360 with Kinect™, PlayStation Vita handheld entertainment system, Nintendo Wii U™ system, Nintendo Wii™ console, PC, PlayStation 2 computer entertainment system, Nintendo 3DS™, and PSP (PlayStation®Portable) system. The game is available on the App Store for iPhone®, iPad®, and iPod® touch. *FIFA Soccer 13* is rated E for everyone by the ESRB.

Join the EA SPORTS football community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at www.twitter.com/easportsfifa. The EA SPORTS *FIFA* website is <http://www.ea.com/ca/fifa-soccer-13>

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 at www.ea.com/news.

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