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## Madden NFL 25 Bursts Through the Line and Onto Store Shelves

*Award-Winning Franchise Celebrates 25<sup>th</sup> Anniversary with the Greatest Game of a Generation*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) officially launched *Madden NFL 25* for the Xbox 360® video game and entertainment system and PlayStation®3 computer entertainment system. *Madden NFL 25* allows fans to Run Free and unlock the power, precision and creativity of an NFL ball-carrier with the brand-new precision modifier. Utilize an arsenal of over 30 new moves to destroy the competition and leave the defense grasping at thin air as you juke, spin and stiff-arm your way into the end zone. The official *Madden NFL 25* launch trailer can be viewed [here](#).

This year also offers fans the opportunity to take full control of their favorite NFL team with the new Owner mode within Connected Franchise. Set prices on everything from concessions to merchandise; draft, sign and trade players; upgrade and renovate your home stadium or even pack up the team and move to a brand-new city. Owners retain full control both on and off the field, and do everything from calling and running plays on game day to managing all aspects of a team's day-to-day operations.

On top of all this, Infinity Engine 2 brings even more polished physics to the series, and the new Force Impact system enhances and improves stiff-arms, truck moves, the Hit Stick and more. All of these additions, enhancements and improvements result in the greatest *Madden NFL* experience ever, a game 25 years in the making.

"We're giving the fans the most technologically advanced, fully-featured football experience of a generation," said Cam Weber, General Manager of American Football for EA SPORTS. "The precision modifier, combined with Infinity Engine 2, creates the most realistic gameplay experience to date, and Owner mode gives fans the level of control over their favorite team they crave. *Madden NFL 25* is the culmination of years of hard work, and we hope fans love playing the game as much as we've loved creating it."

*Madden NFL 25* also introduces a new way to play Madden Ultimate Team with Head-to-Head Seasons\*, and the new Madden Share feature allows fans to find all the best rosters, playbooks, sliders and more, all created by the *Madden NFL* community.

*Madden NFL 25* won't only be coming to consoles today, as it also makes its debut on the [App Store](#)™. Fans will be able to build a dominant squad of NFL stars to challenge their friends on iPhone® and iPad®. In addition to exhibition games, fans can also take on several seasons of Solo Challenges or participate in fast-paced Head-2-Head mode. With full control on both sides of the ball, you run the show in *Madden NFL 25* on mobile devices. *Madden NFL 25* will also be coming to Google Play this fall.

Embraced by fans and honored by critics for 25 years, *Madden NFL* is known as the NFL's "33<sup>rd</sup> 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 is now available for the Xbox 360, PlayStation 3, iPhone and iPad. *Madden NFL 25* will also be available for Xbox One, the all-in-one entertainment system from Microsoft, and the PlayStation®4 at launch. To learn more about *Madden NFL 25*, visit <http://www.easports.com/madden-nfl>. Fans are also invited to [become a Madden Insider](#) on Facebook for exclusive information including the latest news, original content and more for *Madden NFL 25*.

All player participation has been facilitated by National Football League Players Incorporated, 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 T*™ 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) 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 and tablets. EA has more than 300 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](http://www.ea.com/news).

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Electronic Arts, Inc.  
Adam Tanielian, 407-386-4824  
Sr. Director of Communications  
[atanielian@easports.com](mailto:atanielian@easports.com)  
Julie Foster, 407-386-5184  
Sr. Communications Manager  
[jfoster@ea.com](mailto:jfoster@ea.com)  
Brad Hilderbrand, 407-386-4246  
Communications Specialist  
[bhilderbrand@ea.com](mailto:bhilderbrand@ea.com)

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