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Madden NFL 25 Tops Charts as #1 Selling Videogame in August

Fans Play More than 300 Million Minutes and Set Record Week for Madden Ultimate Team

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: EA) announced today that [EA SPORTS Madden NFL 25](#) sold-through more than 1M units during its first seven days at retail (Aug. 27-Sept. 2), catapulting the title to the top of the videogame charts as the highest selling game in North America in August, according to internal estimates.

Celebrating its 25th anniversary, the *Madden NFL* franchise continues to prove its popularity, with fans playing nearly 6M hours of *Madden NFL 25* in Week One, the equivalent of more than 600 consecutive years. Rivalries run deep as fans chose Seahawks vs. 49ers three times more than any other matchup. Fans took the competition to Madden Ultimate Team too, opening more than 3.3M packs, the most in any single week since Ultimate Team was introduced in *Madden NFL 10*. In addition, Saturday marked the highest day for net revenue in Madden Ultimate Team history.

"The strong start for *Madden NFL 25* on current generation consoles is a testament to the power of this amazing franchise and its fans," said Andrew Wilson, Executive Vice President of EA SPORTS. "It's a big year for our fans as we launch *Madden NFL 25* for two different hardware generations, and we're pleased with the early results for the Xbox 360 and PS3. We're confident we can sustain this momentum as we move towards the launch of next generation consoles this Fall with the most innovative *Madden NFL* yet."

"The *Madden NFL 25 Anniversary Edition* was the best-selling sports game preorder in Amazon.com history," said John Love, Director of Video Games for Amazon. "Our customers have responded and we have certainly seen a significant growth in *Madden NFL* sales this year versus last year."

"We had thousands of gamers in our stores the night *Madden NFL* launched," said Laura Phillips, Senior Vice President of Entertainment for Wal-Mart U.S. "We're encouraged not only by sales of *Madden* but our overall gaming business, and expect this to be a top seller now and throughout the holiday season."

Madden NFL will make the leap into the next generation of consoles when Xbox One and PlayStation® 4 release in November.

"Our customers are big fans of *Madden NFL 25*'s new dynamic running game and Owner mode," said Bob Puzon, Senior Vice-President of Merchandising for GameStop. "The initial response we've received for the game has been positive, and we have plans in place to make it easy for consumers to upgrade this version of the game once the new consoles are available in GameStop stores."

Madden NFL 25 for Xbox 360® videogame and entertainment system and PlayStation®3 computer entertainment system allows fans to Run Free and unlock the power, precision and creativity of an NFL ball-carrier with the brand-new precision modifier. Utilizing an arsenal of over 30 new moves, players can leave the defense grasping at thin air by juking, spinning and stiff-arming their way into the end zone.

This year also offers fans the opportunity to take full control of their favorite NFL team with the new Owner mode within Connected Franchise. Owners can set prices on everything from concessions to merchandise; draft, sign and trade players; upgrade and renovate home stadiums 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.

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 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 in November. 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, *SSX™* and *EA SPORTS UFC*.

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 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 [here](http://www.ea.com/news).

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