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## EA SPORTS Signs Multi-Year Endorsement Deal with Clint Dempsey

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced a multi-year endorsement deal with the captain of the US National Team, Clint Dempsey. The partnership will see Dempsey become an EA SPORTS Football Ambassador. He will become an important cornerstone of marketing and advertising campaigns in North America. Dempsey, attacking midfielder and member of the Seattle Sounders, will make his *FIFA* franchise debut in the *FIFA 14* GameStop commercial airing nationally starting today. The full 30 second ad spot features Dempsey coaching a fan through various post-goal celebration moves. Watch it here: <http://youtu.be/s2DTEADGSpw>.

Dempsey is considered one of the most successful American soccer players in history, recently returned to Major League Soccer in the United States after seven seasons in the Barclays Premier League. The 30-year-old forward scored seven Premier League goals in 29 games during 2012-2013. Dempsey has made 100 appearances for the U.S., and played in the 2006 and 2010 FIFA World Cups. He ranks second on the Americans' all-time scoring chart for international strikes with 36.

"Clint Dempsey is an incredible talent on the field who exudes a palpable excitement and passion for the sport," said Randy Chase, Sr. Director of North America Marketing for EA SPORTS. "His return to the United States marks a tremendous leap forward for soccer in the country and we are thrilled to partner with Clint on many projects that will continue to drive the exploding popularity of the sport in America."

"Having been a longtime fan of the EA SPORTS *FIFA* franchise, I am thrilled to join the *FIFA* team," said Dempsey. "The *FIFA* games have played an important role in bringing many new fans to soccer in the United States and it's awesome to partner with the team to continue the great work they've already been doing."

Experience the emotion of scoring great goals in *FIFA 14*\*. Innovations to the award-winning gameplay make the game more authentic and more fun. Dictate the tempo of a match, create chances through midfield, and then unleash the perfect strike. A new feature called Pure Shot and a brand-new ball physics system will transform shooting, making every shot attempt feel real, and when players connect with the perfect strike, feel exhilarating.

*FIFA 14* will be available on the Xbox 360® games and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PC and other platforms on September 24, 2013 in North America and September 27 worldwide. *FIFA 14* will also be available later this year with the launch of the Xbox One®, the all-in-one games and entertainment system from Microsoft, and PlayStation®4. *FIFA 14* is available for pre-order\*\* now on selected platforms at <http://www.origin.com> and other retailers.

Join the *FIFA 14* community at <http://www.facebook.com/easportsfifa>. 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).

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).

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

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