



April 28, 2014

Madden NFL 15 Available on August 26

Vote to Determine Next Cover Athlete Begins May 8

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) announced *Madden NFL 15* will be available on August 26 in North America and on August 29 in the EU for Xbox One, the all-in-one entertainment system from Microsoft, the PlayStation®4 computer entertainment system, Xbox 360® video game and entertainment system and the PlayStation®3 entertainment system. The first *Madden NFL 15* video, featuring Carolina Panthers linebacker and Defensive Player of the Year Luke Kuechly, can be seen [here](#).

Madden NFL 15 delivers everything fans need to own their rivals on both sides of the field, including the most immersive defensive gameplay control in franchise history. Like the Super Bowl XLVIII champion Seattle Seahawks, you can win championships and bask in the glory of success by building a great defense fit to challenge the best offenses in the game. Fans will also experience an entirely new broadcast presentation that delivers *Madden NFL* game day like never before with dramatic all-new camera angles, as well as dynamic pre-game and halftime features. It's not just football, it's Madden Season.

This year EA is once again collaborating with ESPN to give fans the opportunity to select which player will grace the cover of *Madden NFL 15*. In light of last year's record-breaking vote, fans can look forward to a highly-competitive contest featuring some big-name matchups and intense rivalries. Fans can tune in to the NFL Draft on ESPN and NFL Network on May 8 at 8pm ET for a special Cover Vote announcement.

Madden NFL 15 is developed in Orlando, Florida by EA Tiburon. To learn more about *Madden NFL 15*, visit <http://www.easports.com/madden-nfl>.

All player participation has been facilitated by NFL Players Inc., 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, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *NCAA® Football*, *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 in over 200 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*, *EA SPORTS™ FIFA*, *Need for Speed™*, *Battlefield™* and *Mass Effect™*. More information about EA is available [here](http://www.ea.com/news).

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About NFL PLAYERS INC.

NFL Players Inc. (NFLPI) is the licensing and marketing subsidiary of the NFL Players Association. NFLPI has been a trusted

resource since 1994, delivering access to the influence, power and personal stories of NFL players. NFLPI is a "one-stop shop" for businesses seeking licensing rights, access to players through hospitality and events, marketing strategy and player procurement. For more information, please visit nflplayers.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140428006248/en/>

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