



August 26, 2014

Madden NFL 15 Makes Retail Debut

Madden Season Officially Begins Today

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Madden Season is in effect as [Electronic Arts Inc.](#) (NASDAQ:EA) officially launched *Madden NFL 15* on Xbox One, the all-in-one entertainment system from Microsoft, and the PlayStation®4 computer entertainment system. *Madden NFL 15* allows fans to own their rival with a new arsenal of defensive pass rush moves and tackling mechanics, as well as a new and improved playcalling system. The game also showcases the most impressive visuals in franchise history, and a comprehensive Skills Trainer that teaches not only game skills, but football strategy as well.

Madden NFL 15 delivers on defense, providing a variety of new pass rush moves to help players disrupt the backfield, as well as new tackling mechanics that make it easier than ever to wrap up your opponent or make the big hit in the hopes of making him cough up the football. Furthermore, the revamped playcalling system presents suggested plays in a whole new way, providing context for each recommended play as well as a snapshot of its historical success. You can also utilize the wisdom of the Madden Community, with constantly updated community-suggested plays that are pulled from actual *Madden NFL 15* matchups from around the world.

The improvements extend beyond gameplay, with new gameday presentation that tells the story of your matchup, including new pregame and halftime shows with highlights, commentary and analysis. Fans can also utilize the enhanced Skills Trainer mode to not only improve their mastery of *Madden NFL 15*, but also learn basic football concepts. Once you feel confident head over into the brand-new Gauntlet to put your skills to the ultimate test.

"*Madden NFL 15* has taken a huge leap forward in so many areas, including the visuals, new presentation and defensive gameplay," said Cam Weber, VP and Group GM at EA SPORTS. "But what I'm most pleased with is how the whole package hangs together as a cohesive, high quality experience. I think people are going to love it."

Madden NFL 15 allows players to transform into their rival's worst nightmare with a new breed of defense, built to challenge the best offenses in the NFL. A new arsenal of pass rush moves, an intuitive tackling system, improved coverage logic, and immersive new camera angles make defense more exciting and fun than ever. Fans can call plays with confidence thanks to an all-new crowd-sourced recommendation engine built from millions of online games played by the *Madden NFL* community. Add in all-new NFL Films inspired presentation and it's not just football, it's Madden Season.

Those looking for a NFL experience on the go can jump into *Madden Mobile*, available today for free on the App Store and Google Play. This all-new NFL experience will allow fans to build a dominant team composed of the league's best talent from past and present. Players can take their squad into head-to-head matchups against friends, play their favorite team's full NFL season or jump into the always fresh Live Events.

Madden NFL 15 is developed in Orlando, Florida by EA Tiburon and will be available on August 26 in North America and on August 29 in the EU for Xbox One and the PlayStation®4. A version of *Madden NFL 15* is also now available for the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment system. To learn more about *Madden NFL 15*, visit <http://www.easports.com/madden-nfl>. For *Madden NFL 15* assets, please visit info.ea.com.

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, *PGA TOUR®* golf, *S X X™* 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 around the world.

In fiscal year 2014, EA posted GAAP net revenue of \$3.6 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, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available <http://www.ea.com/news>.

EA SPORTS, The Sims, Dragon Age, Plants vs. Zombies and Battlefield are trademarks of Electronic Arts Inc. and its subsidiaries. John Madden, NFL, FIFA, NHL, NBA, UFC and PGA TOUR are the property of their respective owners and used with permission. Xbox is a trademark of the Microsoft Corporation in the United States and/or other countries. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.

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/info.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140826005233/en/>

Electronic Arts Inc.

Julie Foster, 407-386-5184

Communications Director

jfoster@ea.com

or

Brad Hilderbrand, 407-386-4246

Communications Specialist

bhilderbrand@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media