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EA ANNOUNCES ROBERT GRIFFIN III AS NCAA FOOTBALL 13 COVER ATHLETE

Fans to Vote for Fellow Heisman Trophy Winner to Join RG3 on Cover

Redwood City, Calif. – February 27, 2012 - [Electronic Arts Inc](#) (NASDAQ: EA) today announced Robert Griffin III, former Baylor University quarterback, will be featured on the cover of [EA SPORTS™ NCAA® Football 13](#), set to hit retail shelves on Tuesday, July 10. In addition to RG3, a fellow Heisman Trophy winner will appear on the cover of *NCAA Football 13* based on a fan vote.

Beginning March 12, fans can log on to the EA SPORTS [NCAA Football Facebook page](#) to vote for one of eight Heisman Trophy winners to accompany Griffin III on the cover of *NCAA Football 13*. The candidates include former University of Southern California running back Marcus Allen, former Boston College quarterback Doug Flutie, former The Ohio State University running back Eddie George, former The University of Michigan wide receiver Desmond Howard, former Oklahoma State University running back Barry Sanders, former University of Georgia running back Herschel Walker, former Florida State University quarterback Charlie Ward and former University of Houston quarterback Andre Ware.

The first student-athlete from Baylor to win the Heisman Trophy, Robert Griffin III – popularly known as “RG3”— also won the Davey O’Brien Award and was named the Associated Press College Football Player of the Year in 2011. In 2008, RG3 was named the Big 12 Conference Offensive Freshman of the Year by the league’s coaches, setting the school’s rushing yards record for a freshman and for a quarterback with 843 yards for the season.

Developed in Orlando, Florida by EA Tiburon, and licensed by The Collegiate Licensing Company, a division of IMG College, *NCAA Football 13* will be available on the Xbox 360® video game and entertainment system and the PlayStation®3 computer entertainment system. *NCAA Football 13* is available for pre-order now.

EA SPORTS™ is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions and breakthrough digital experiences. EA SPORTS delivers experiences that ignite the emotions of sport through industry-

leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

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About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*, and *Mass Effect*™. More information about EA is available at <http://info.ea.com>.

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About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.com.

About The Collegiate Licensing Company

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate trademark licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, *The Heisman Trophy* and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: www.clc.com or www.imgworld.com.

About NCAA Football

NCAA Football USA, Inc. represents a coalition of the American Football Coaches Association (AFCA), the Collegiate Commissioners Association (CCA), the Football Bowl Association (FBA), the National Association of Collegiate Directors of Athletics (NACDA), the National Collegiate Athletics Association (NCAA) and the National Football Foundation (NFF) and serves as the collective voice to promote college football. NCAA Football is managed by IMG College, a division of IMG Worldwide. For more information on NCAA Football, visit www.NCAAFootball.com.

About the Heisman Trophy Trust

The Heisman Memorial Trophy annually recognizes the outstanding college football player whose performance best exhibits the pursuit of excellence with integrity. Winners epitomize great ability combined with diligence, perseverance, and hard work. The Heisman Trophy Trust ensures the continuation and integrity of this award. The Trust, furthermore, has a charitable mission to support amateur athletics and to provide greater opportunities to the youth of our country. Our goal through these charitable endeavors is for the Heisman Trophy to symbolize the fostering of a sense of community responsibility and service to our youth, especially those disadvantaged or afflicted.

For more information on the Heisman Trophy, our charitable mission or for tickets to the Heisman weekend events please visit www.Heisman.com.