

EA SPORTS Logo and Uniform Creation Contest

2014 Official Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. To Enter.

To enter the EA SPORTS Logo and Uniform Creation Contest (the, "Contest") beginning 12:00:01 a.m. PST on February 21, 2014 through 11:59:59 p.m. PST on March 7, 2014 (the "Contest Period"), visit the website at www.easports.com/madden-nfl/news-updates-gameplay/article/uniform-design-contest] (the "Site") and follow instructions to submit your first name, last name, email address and design submission (collectively, the "Entry" or "Entries").

The design submission is to be a uniform and/or logo for an upcoming Madden NFL football videogame. Entries must be Entrant's own originally created material. Entries must be submitted in any file type format, sized no larger than 300MB.

2. Limit. You may submit multiple entries, but are only eligible to win one prize. No group or team efforts or multi-author(ed) designs will be accepted in this Contest. For purposes of this Contest, all Entries will be presumed authored by the person submitting the Entry.

3. Entry Requirements and Restrictions. By entering, Entrants warrant that their Entries contain only Sponsor-provided Contest Assets, if any, and/or their own, original creations. Entrants further warrant their Entries do not contain any third party copyrighted materials, and otherwise do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party. Sponsor grants Entrants a limited, non-exclusive, non-commercial license to use the Contest Assets solely in connection with, and as a part of, the Contest. Entrants shall otherwise have no right, title or interest in or to any Contest Assets, and any use of the Contest Assets (including use of the Entry that contains Contest Assets) other than as permitted by these Official Rules may constitute copyright and/or trademark infringement. Entries must not incorporate the facial likeness or name of the Entrant or any other person. Entries must not have been submitted in other contests or been previously published. Entries must be suitable for publication and appropriate for audiences at least 13 years of age. Entries must not contain any racial, religious or ethnic slurs, explicit language, obscene, pornographic, violent, or sexual content, libel, hate speech, reference to alcohol, drugs or other illicit substances or otherwise unlawful, inappropriate, objectionable, offensive or illicit content, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any Entry that does not follow these requirements and/or incorporates prohibited content. Disqualified entries will not be eligible to win any prize.

Completed entries must be sent electronically during the Contest Period and received by 11:59:59 p.m. PST on March 7, 2014. All entries become the property of Sponsor and will not be returned. Sponsor assumes no responsibility for lost, incomplete, incorrect, or misdirected entries. Proof of submission of Contest Entry is not considered proof of delivery or receipt of such Entry by Sponsor. Sponsor and its Agents (defined below) assume no responsibility for lost, late, intercepted, incomplete, incorrect, or misdirected entries, or Entries not otherwise received by Sponsor. Use of a false email account will disqualify an Entry. Sponsor and its Agents (defined below) are not responsible for technical, hardware or software malfunctions, misdirected entries, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, lost, late, illegible, misdirected, garbled, damaged or delayed electronic or other communications or other technical problems related to emailed Entries. Any communication or information transmitted to Sponsor and/or the Site by electronic mail or otherwise, is and will be treated as non-confidential and nonproprietary. Sponsor, in its sole discretion, further reserves the right to disqualify any person who tampers with the entry process or the operation of the Site, or who otherwise violates these Official Rules. By entering, Entrants accept and agree to abide by the terms of these Official Rules.

4. Eligibility. This Contest is only open to residents of the 50 United States and the District of Columbia who are 13 years of age or older at time of entry and who had Internet access as of February 13, 2014. Employees of Electronic Arts Inc. ("Sponsor") and its respective affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies ("Sponsor and its Agents") and the immediate family members and persons living in the same household of each are not eligible. Contest is void where prohibited, restricted or taxed by law. All federal, state, provincial, and local laws and regulations apply.

5. Entry Judging. On or about March 10, 2014, Sponsor or its designee, the Contest Judge, whose decisions are final and binding on all matters relating to the Contest, will independently evaluate and judge all eligible Entries received and select in its sole and absolute discretion the top three (3) Entries from all eligible Entries based on the following criteria: overall quality 60%, professional logo 20%, and great uniform design 20%.

6. Winner Selection and Notification. On or about March 14, 2014 three (3) potential winners will be determined and notified by an email sent to the email address specified on the Contest Entry. Potential winners may be required to complete and sign a Declaration of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within 14 days of attempted notification in order to claim prize. If a winner is 18 or older, as required, but a minor in his or her state, country or province of residence, winner's parent or legal guardian will be required to sign all necessary documents. If the winner cannot be contacted at the email address provided at Entry, is contacted and does not respond as directed within 14 days of attempted notification, refuses the prize or is ineligible to accept the prize, the prize may be forfeited and awarded to an alternate winner. Only three (3) alternative winners will be selected, after which EA retains the discretion to donate the applicable prize to a charity of Sponsor's choosing. All prizes claimed in accordance with the Official Rules will be awarded. Winner may be required to provide a U.S. or Canadian shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

7. Prizes. There are three (3) prizes. Odds of winning any prize depends upon the number of eligible entries in the Contest.

Three (3) winners will each receive an opportunity to have their Uniform or Logo design and an in-game credit appear in an upcoming Madden NFL game and one (1) copy of the next Madden NFL videogame. The approximate retail value of each prize is \$60.

Prizes are not transferable. No substitution of prizes for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value if an advertised prize becomes unavailable. Software and video games, including platform and/or versions to be awarded as prizes are within the sole discretion of Sponsor and subject to availability. Platforms/consoles are not included in prizes except as otherwise stated in these Official Rules. All taxes, including, without limitation, all federal, state, provincial, and local taxes, and international tariffs, are the sole responsibility of the individual winner.

8. License. By entering this Contest, each Entrant expressly grants to Sponsor and its Agents a non-exclusive, perpetual, worldwide, complete, sub-licensable and irrevocable right to quote, re-post, publish, use, adapt, translate, archive, store, reproduce, modify, create derivative works from, syndicate, license, print, sublicense, distribute, transmit, broadcast, and otherwise communicate, and publicly display and perform the Entry, or any portion thereof, in any manner or form and in any medium or forum, whether now known or hereafter devised, without notice, payment or attribution of any kind to Entrant or any third party. Entrant further waives and agrees not to assert any moral or similar rights Entrant may have in such Entry. Except if Entrant is a resident of TN or otherwise where prohibited by law, Entrant agrees that Sponsor and/or its Agents, have the right to use the Entrant's first and/or last name, user or screen name and hometown on Sponsor's and/or Agents respective websites and in any and all media, including in connection with marketing and

promotion of Sponsor's products or services, without any further attribution, notification or compensation to Entrants. Sponsor shall have no obligation (express or implied) to use any of the Entries, including the winning Entries and Entrants shall not be entitled to any damages or other relief by reason of Sponsor's use or non-use of any entry.

9. General Conditions. By participating in the Contest, Entrants assume sole liability for and agree to indemnify and hold Sponsor, their affiliates, officers, directors, employees and agents, harmless from and against any and all claims, damages, obligations, losses, injuries, costs or debt, and expenses (including but not limited to attorney's fees) claimed to be caused from participating in this Contest or the acceptance, possession, shipping and handling, loss, use or misuse of any prize awarded. Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, computer virus, bug, tampering, or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor has the right to select winners from eligible Entries at any time before the termination of the Contest. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Entries received up to time of such action using the judging procedure outlined above. By participating in this Contest, Entrants agree to be bound by these Official Rules and the decisions of the Contest Judges and to be contacted by Sponsor or its agents by telephone, mail and/or email regarding this Contest. If there is a dispute regarding the identity of an Entrant, the Entry will be deemed submitted by the person in whose name the email account is registered. The Contest is governed by the laws of the United States and all claims must be resolved in the United States.

8. Winners list. A winners list will be available at www.easports.com/madden-nfl/news-updates-gameplay/article/uniform-design-contest after all winners are determined and verified, and posted for approximately two (2) weeks.

9. Sponsor. This Contest is sponsored by Electronic Arts Inc., 209 Redwood Shores Parkway, Redwood City, CA. 94065.

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