FIRST SPORTS GAME THAT ADAPTS TO YOU

#1 SELLING PRO FOOTBALL FRANCHISE*

FEATURES

FIRST SPORTS GAME THAT ADAPTS TO YOU
Whether you're new to the franchise or an All-Pro, the all-new Adaptive Difficulty Engine continuously assesses your abilities and tailors the experience to fit your skill level, keeping the game both fun and challenging.

20 YEARS OF INNOVATION CONTINUES
Play the most realistic, deep, and authentic football experience next to being on the field yourself with more than 85 new features and enhancements, including Online Leagues with up to 32 teams, the all-new EA SPORTS™ BackTrack providing customized feedback based on your mistakes, and the all-new EA SPORTS™ Rewind giving you the option to give plays another shot.

COACH MADDEN IS BACK
Learn from the best as John Madden guides you through pre-game, halftime, post-game, and the all-new Virtual Training Center where you can hone your skills in the key facets of gameplay, all in a state-of-the-art holographic environment.

BEYOND BROADCAST PRESENTATION
Experience the game like never before with a visually stunning broadcast presentation package that includes in-booth commentary from Cris Collinsworth and Tom Hammond, the all-new options on demand picture-in-picture playcall window providing instant access to stats, tips, and game options, and the most realistic grass, weather effects, lighting, stadium exteriors, and player models in *Madden NFL Football* history.

MOST AUTHENTIC GAMEPLAY EVER
An all-new Total Control Animation System allows for instantaneous combo moves and break-out tackles, ensuring the play is never over until the whistle blows. Missed field goal returns, bobbled catches, user-controlled celebrations, and more bring you closer than ever to the NFL experience.

SEEING IS BELIEVING
See the field like never before with the all-new ActionCam System. Survey the field and make smart decisions as all your wide-receivers are always in clear view. Break away from defenders and watch as the camera dynamically zooms in on the ballcarrier to make you feel like you're running alongside him.

Number of players: 1-4 (online: 1-2) | Required hard disk space: At least 220 MB | Supported HD video output: 720p

Online: Ethernet Broadband required | PLAYSTATION®Network Compatible | madden09.com | allmadden.com

REGISTRATION REQUIRED TO ACCESS ONLINE FEATURES. EA ONLINE TERMS & CONDITIONS AND FEATURE UPDATES ARE FOUND AT WWW.EA.COM. YOU MUST BE 13+ TO REGISTER WITH EA ONLINE. INCLUDES SOFTWARE THAT COLLECTS DATA ONLINE NECESSARY TO PROVIDE IN-GAME ADVERTISING. EA MAY RETIRE ONLINE FEATURES AFTER 30 DAYS NOTICE POSTED ON WWW.EA.COM OR 30 DAYS AFTER THE LAST DAY OF THE 2008-2009 NFL SEASON.

Electronic Arts Inc. 209 Redwood Shores Parkway, Redwood City, CA 94065.

Online play requires Broadband Internet connection.

© 2008 Electronic Arts Inc. EA, EA SPORTS and the EA SPORTS logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All Rights Reserved. The mark "John Madden" and the name, likeness and other attributes of John Madden reproduced on this product are trademarks or other intellectual property of Red Bear, Inc. or John Madden, are subject to license to Electronic Arts Inc., and may not be otherwise used in whole or in part without the prior written consent of Red Bear or John Madden. © 2008 NFL Properties LLC. Team names/logos are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. Officially Licensed Product of NFL PLAYERS. Visit WWW.NFLPLAYERS.COM. The names and logos of Reebok are the trademarks of Reebok International Ltd. and are used by permission. Riddell is a registered trademark of Ridmark Corporation. All other trademarks are the property of their respective owners. 1681011

Licensed for distribution in North America and Mexico on the PLAYSTATION®3 computer entertainment system. See inside for details. "PlayStation", "PLAYSTATION", and "PS" Family logo are registered trademarks and "PS3" is a trademark of Sony Computer Entertainment Inc. "Blu-ray Disc" and "Blu-ray Disc" logo are trademarks. The ratings icon is a trademark of the Entertainment Software Association. Manufactured and printed in the U.S.A. Video output in HD requires cables and an HD-compatible display, both sold separately. Online access requires broadband Internet service and a wireless access point or LAN. Certain limitations apply. User is responsible for Internet service fees. SIXAXIS is a trademark of Sony Computer Entertainment Inc. DUALSHOCK is a registered trademark of Sony Computer Entertainment Inc. © 2008 Sony Computer Entertainment Inc.

Use of the PLAYSTATION®Network is subject to terms of use and applicable privacy policy. Children under 18 will require parental consent. Broadband service required. Some broadband services may not support the PLAYSTATION®Network. Certain content or services may not be available to children under 13. Features and offerings for the PLAYSTATION®Network may change without notice.

For more information, please visit www.us.playstation.com.

*Based on total franchise sales in 2007 according to The NPD Group Inc.

0 14633 16810 5

⚠ WARNING: IF YOU HAVE A HISTORY OF EPILEPSY OR SEIZURES, CONSULT A DOCTOR BEFORE USE. CERTAIN PATTERNS MAY TRIGGER SEIZURES WITH NO PRIOR HISTORY. BEFORE USING AND FOR MORE DETAILS SEE INSTRUCTIONS FOR THE PRODUCT.

FEATURING ESPN | Blu-ray Disc™ | NFL | NFL PLAYERS

EVERYONE

E™ Visit www.esrb.org for rating information.

ESRB CONTENT RATING www.esrb.org

Online Interactions Not Rated by the ESRB.

Includes demos/trailers of games not yet rated.

PS3™

MADDEN NFL 09

PLAYSTATION®3

1

BLUS 30146