

MUSEUM OF THE MOVING IMAGE

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MUSEUM OF THE MOVING IMAGE EXPLORES 25 YEARS OF *MADDEN NFL* IN VIDEO GAME EXHIBITION

Five versions of the groundbreaking game on view and available for play

January 9–February 23, 2014

Press event on Wednesday, January 29, 6:00 p.m. featuring game designers and NFL players (guests to be announced). Registration information below.

Astoria, New York, January 8, 2014—As New York and New Jersey play host to Super Bowl XLVIII, Museum of the Moving Image and EA SPORTS look back on 25 years of the groundbreaking video game franchise *Madden NFL* in a new exhibition that opens tomorrow. On view and available for play are five editions of the game ranging from the original *John Madden Football* (1988) on Apple II to the latest *Madden NFL 25* (2013) on Xbox One. Those who can't attend in-person can visit a [special website](#) for an inside look at the exhibit.

“There is no better time than now to present the story of the *Madden NFL* phenomenon at the Museum,” said Carl Goodman, Executive Director of Museum of the Moving Image. “The Super Bowl is in town and the *Madden NFL* franchise is celebrating its 25th anniversary; plus the Museum presented the first ever exhibition devoted to video games anywhere 25 years ago. *Madden NFL* is a premier example of how a sports simulation video game has influenced how the sport is presented on television and experienced by fans.”

The exhibition ***Madden NFL: 25 Years and Running*** explores this landmark franchise, highlighting its aesthetic evolution, cultural legacy, and enduring focus on simulation. Featured are five playable games that span the 25-year history of the franchise. In addition to the original ***John Madden Football*** (1988) on Apple II, they include ***Madden NFL '94*** (1993) on Sega Genesis, the first game with NFL licensed teams; ***Madden NFL 99*** (1998) on PlayStation, which showcases breakthrough use of graphics and the first with Franchise mode; ***Madden NFL 2005*** (2004) on Xbox, featuring defense mechanic and use of “Hit Stick”; and the new ***Madden NFL 25*** (2013) on Xbox One showcasing Human Intelligence, True Player Motion and Living Worlds. *Madden NFL 25* will be presented as a large-scale projection, while others will be shown on period consoles. All games will be available for multiple players except for the earliest game, *John Madden Football*. In addition to the games, the exhibition features a dynamic timeline showing

milestones in the development of the franchise highlighted by gameplay footage from every year. The exhibition will be on view through February 23, in the Museum's Nam June Paik Room / HBO Production Lab on the third floor.

Madden NFL: 25 Years and Running was organized by Jason Eppink, the Museum's Associate Curator of Digital Media, and guest curator Samit Sarkar, reporter for *Polygon*. The exhibition is presented with support from EA.

"The *Madden NFL* franchise offers a compelling story about the significant influence blockbuster video games have in popular culture," said Eppink. "This exhibition explores 25 years of iteration to examine a video game and its publisher, whose relationship with the professional sport it seeks to simulate has grown increasingly intertwined."

About EA's *Madden NFL* franchise

For 25 years, the *Madden NFL* franchise has been embraced by its fans, honored by critics, and envied by rivals. It has endured the test of time and satisfied a demanding public like no other game in history. It has been recognized as 'the game the players play,' 'the benchmark in sports video gaming,' the 33rd Franchise,' and 'the number one selling football video game in history.' The *Madden NFL* franchise has sold over 99 million units worldwide.

Digital media at Museum of the Moving Image

As the first museum to include video games as part of the scope of the "moving image" and the first to appoint a full-time Curator of Digital Media in 1992, the Museum is considered a leading institution in the exhibition of digital media. Changing exhibitions focusing on this subject area have included *Hot Circuits: A Video Arcade* (1989), the first-ever exhibition at any museum devoted to video games; *Interactions/Art and Technology* (2004), presented in conjunction with Ars Electronica (Linz, Austria); and *Real Virtuality* (2011), six experiments in art and technology. The Museum has regularly exhibited video games in its core exhibition, *Behind the Screen*, and is currently presenting *Indie Essentials: 25 Must-Play Video Games*, co-presented with IndieCade: the International Festival of Independent Video Games (on view through March 2, 2014).

About EA

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 at www.ea.com/news.

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PRE-SUPER BOWL PRESS EVENT ON WEDNESDAY, JANUARY 29, 6:00 P.M.

Join us for a behind-the-scenes look at *Madden NFL* with a brief conversation on the legacy of the franchise followed by game play and other activities featuring Andrew Anthony, the voice of EA Sports, and game developer Dave Swanson, who has worked on Madden for 20 years, plus NFL players to be announced. [Register online here.](#)

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its expanded and renovated facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. **Holiday hours:** The Museum will be open Monday, January 20 (Martin Luther King, Jr. Day); Monday, February 17 (Presidents Day), and Tuesday, February 18, from 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members. Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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