

Steve Berman Comments on NCAA Announcement Not to Enter into New Licensing Deal with Electronic Arts

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Steve Berman, managing partner of law firm Hagens Berman and co-lead counsel in a class-action lawsuit filed by former college athletes against the National Collegiate Athletic Association (NCAA) and Electronic Arts (NASDAQ: EA) alleging the gaming giant's games used their likenesses without permission issued the below statement regarding the NCAA's decision not to continue its license for EA-published NCAA Football games after the current agreement expires in 2014.

"It's apparent to us that the NCAA's decision to end its long and hugely profitable relationship with EA is tied directly to the pressure our litigation is bringing the bear.

"Our suit illustrates how the cabal between the NCAA and EA has exploited student athletes for years, using their images in video games without compensation. While we are heartened they've stopped the practice, we believe they owe those student athletes a great deal more than their implied promise to stop stealing their images.

"This announcement makes plain that the NCAA is attempting to mitigate the damage by ducking its responsibilities. We look forward to taking this case to trial and winning compensation for student-athletes whose likenesses were used without their permission, in violation of both the NCAA's rules and the law."

More information about this case is available at: <http://www.hbsslaw.com/cases-and-investigations/cases/ncaavideogames>

About Hagens Berman

Seattle-based Hagens Berman Sobol Shapiro LLP represents consumers, whistleblowers, investors, workers and others in complex and class-action litigation. The firm has offices in nine cities and has been named to the National Law Journal's Plaintiffs' Hot List five times. Founded in 1993, HBSS continues to successfully fight for consumer rights in large, complex litigation against large

corporations. More about the law firm and its successes can be found at www.hbsslaw.com. Visit the firm's class-action law blog at www.classactionlawtoday.com.

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