

PROCLAMATION

JOHN MADDEN EA FOOTBALL

August 22, 2009

WHEREAS: **JOHN MADDEN FOOTBALL** was originally created in 1989 for the Apple II series of computers. The video game has continued to be sold and marketed ever since, with additional features being added as gaming technology advanced. These have included the voice of the legendary coach and announcer doing play-by-play commentary and analysis; and

WHEREAS: Published today by EA Sports, **JOHN MADDEN EA FOOTBALL** offers video game players high levels of animated football action, is configured for many computer gaming systems, and is officially licensed by the National Football League and the NFL Players' Union; and

WHEREAS: **JOHN MADDEN EA FOOTBALL** and Gamefest LLC are marking the premiere of its 2010 edition with a tournament at the John F. Kennedy Recreation Center in Newark, enabling video football enthusiasts to compete with large-screen television sets; and

WHEREAS: **JOHN MADDEN EA FOOTBALL** has provided video game players with quality entertainment for 20 years. Gamefest LLC is promoting this game in the City of Newark, presenting our youth with wholesome entertainment and the exciting vistas of computer technology; and

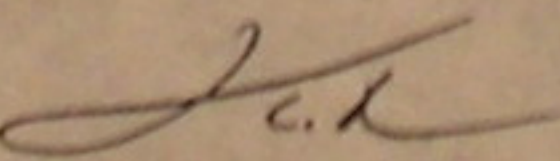
WHEREAS: As Mayor of Newark, I congratulate Gamefest LLC and the **JOHN MADDEN EA FOOTBALL** team on creating this tournament, and extend my best wishes to all the competitors for an exciting and memorable day of video game football action!

NOW, THEREFORE, I, CORY A. BOOKER, MAYOR OF THE CITY OF NEWARK, NEW JERSEY, do hereby recognize:

JOHN MADDEN EA FOOTBALL

in the City of Newark, and I urge all residents, employees, and visitors to join me in this special tribute to **JOHN MADDEN EA FOOTBALL**.

SIGNED: _____



CORY A. BOOKER, MAYOR