



GAME ON: LOWE'S TO APPEAR IN MULTIPLE EA SPORTS TITLES FOR THE FIRST TIME

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Lowe's leverages MyLowe's Rewards with in-game content that will roll out across EA SPORTS FC™, Madden NFL and College Football

Plus, Lowe's is building brand fandom with soon-to-come "On the Road" gaming experience that will bring Madden NFL to fans across the country in real life

CHARLOTTE, N.C., April 11, 2025 /PRNewswire/ -- Lowe's is collaborating with EA SPORTS™ to be featured in multiple EA SPORTS titles for the first time, including EA SPORTS FC™, Madden NFL and College Football. This collaboration significantly expands Lowe's presence in the digital gaming space, positioning the brand and its loyalty platform, MyLowe's Rewards, at the forefront of immersive fan experiences across multiple platforms and sports communities.



Lowe's will show up uniquely in each game with branding across multiple gameplay experiences. In EA SPORTS College Football 26, Lowe's will be featured on the broadcast overlay of the popular Stadium Pulse placement. The Stadium Pulse dynamically showcases and builds crowd excitement as gameplay improves, drawing meaningful parallels to the passion homeowners feel when enhancing their own spaces with Lowe's. Additionally, fans of EA SPORTS FC™ and Madden NFL will be able to engage more deeply with the brand in a future title for each franchise through Ultimate Team™ challenges that offer rewards.

To further extend opportunities for consumers to engage with the Lowe's brand and Madden NFL, Lowe's will also launch a real life "On the Road" interactive gaming experience that fans can engage with as it makes its way around the country later this year and throughout the NFL season. More information about this experience and how to participate will be available in late summer.

Gaming delivers an evolution in Lowe's sports investment portfolio to engage new audiences ahead of future home improvement projects.

"Integrating Lowe's within EA SPORTS titles gives us an innovative way to engage with sports fans who are important to our brand," said Jen Wilson, Lowe's senior vice president, Chief Marketing Officer. "We are constantly looking for new pathways to bring more consumers into our loyalty ecosystem by connecting with their passions. This is such an immersive and unexpected way to introduce ourselves to the next generation of home improvers."

The new integration with EA SPORTS titles further enhances Lowe's broader sports marketing strategy, serving as a strategic extension of its work with traditional sports platforms, such as being the Official Home Improvement Partner of the NFL. By bringing this new content to EA SPORTS massive community of players, Lowe's seeks to connect with digitally savvy audiences in their areas of interest earlier, more frequently and in a native way, thus establishing true connections with the next generation of loyal Lowe's fans.

Lowe's has become a Proud Partner of EA SPORTS FC™, Madden NFL and College Football 26. As part of this collaboration, Lowe's will appear in engaging gameplay moments.

About Lowe's

Lowe's Companies, Inc. (NYSE: **LOW**) is a FORTUNE® 50 home improvement company serving approximately 16 million customer transactions a week in the United States. With total fiscal year 2024 sales of more than \$83 billion, Lowe's operates over 1,700 home improvement stores and employs approximately 300,000 associates. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing, improving community spaces, helping to develop the next generation of skilled trade experts and providing disaster relief to communities in need. For more information, visit [Lowe's.com](https://www.lowes.com).

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About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers. In fiscal year 2024, EA posted GAAP net revenue of approximately \$7.6 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS FC™, Battlefield™, Apex Legends™, The Sims™, EA SPORTS™ Madden NFL, EA SPORTS™ College Football, Need for Speed™, Dragon Age™, Titanfall™, Plants vs. Zombies™ and EA SPORTS F1®. More information about EA is available at www.ea.com/news. EA, EA SPORTS, EA SPORTS FC, Battlefield, Need for Speed, Apex Legends, The Sims, Dragon Age, Titanfall, and Plants vs. Zombies are trademarks of Electronic Arts Inc. John Madden, NFL, FIFA and F1 are the property of their respective owners and used with permission.

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