

THE UNOFFICIAL
**TOURNAMENT
GAMING**
GUIDE

HEIGHTENED

HORMONAL

FLOW, MAN.

How to **HOST** a
tournament

REVOLUTIONARY
tournament technology:

4 Way Play™

KILLER tournaments
we have seen

10 "TT's"
for winning
tournaments

EA
SPORTS

TABLE OF CONTENTS:

Tournament Play: The New Rage	ONE
4 Way Play: It'll Change the Way You Play	THREE
How to Host a Tournament	FOUR
NFL® Stars Blow it Out With Madden Football	EIGHT
College Tournaments: Rage Out of Control	TEN
Killer Tournaments We Have Seen	TWELVE



TOURNAMENT THE NEW PLAY: RAGE

Say the word:

Tournament. It's the Super Bowl®, the Stanley Cup®, the NBA® finals. Except this time you're competing. And you have as good a chance as anyone to win.

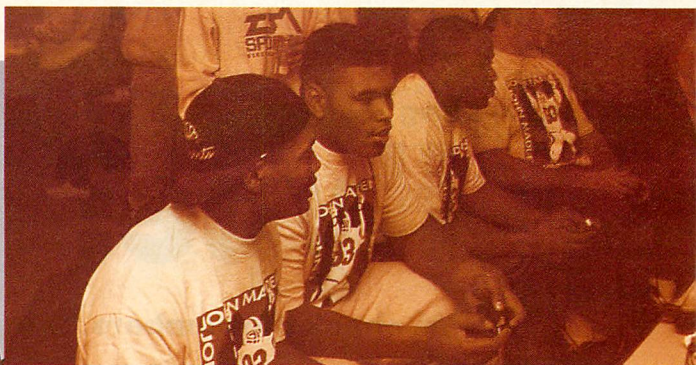
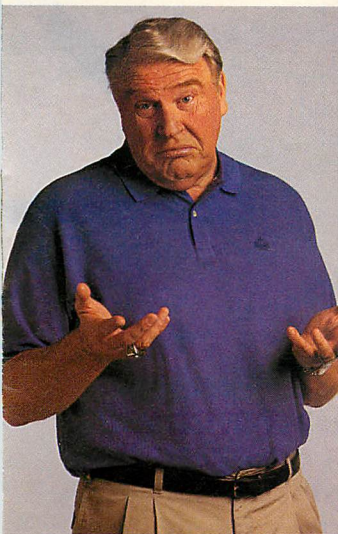
Win a trophy,

win a scholarship—

*just win,
baby.*

Maybe you think you play a good game. But there's only one way to find out: Tournament competition. Kicking butt against complete strangers.

Tournament play is a breaking tidal wave in electronic sports gaming. It's huge, it's everywhere. College campuses. Sports bars. Corporate lounges. Military bases. Living rooms. And, this year, it's heating up just about every NFL franchise.



On Madden '93:
"Select Chicago '85. When on defense,
control the safety. Stack him up
against the center, and rush him up the
middle. That guy gets a lot of sacks."

Steve Broussard
NFL Running Back
Atlanta, GA

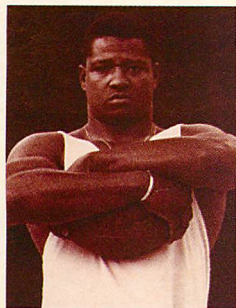


But don't take
our word for it. Ask Randall Cunningham or Jeff Hostetler or Herschel
 Walker or maybe one of those other 1.7 million people who
 play John Madden Football." Suggest a little tournament play to
 any sports gamer, for that matter. Surveys show that four out
 of every five of them will happily jump into your brackets.

Why, you ask? What's so great about tournament play?

Why, you ask?

Adrenaline: The hormone of choice. In a word: *Intensity.*



Or, as Elston Ridgle, a 6'6", 290-pound defensive lineman for the L.A. Raiders puts it:

"HEIGHTENED
HORMONAL
FLOW, MAN!"

Nothing excites the juices like
 a mortal duel with some stranger. "It's a high, for sure," says Ridgle. "That real competitive
 rush . . . you know, the thing that makes life so grand."

In other words, tournament play is relentless, on-the-edge gaming. Actually, the buzz
 is so intense, we're kind of surprised it's still legal. One recent tourney champ in Atlanta
 claims it's the most *adrenal* fun he's ever had without a bungee cord tied to his ankles.

Hey, this
isn't marketing
hype, is it?

Hype?

Yo, check the numbers.

Statistic: Surveys of sports gamers show that more than 85% are hooked on tournament play.

FACT:

Tournament play is spontaneous combustion, it's the real thing. It's the hottest development in electronic sports gaming since—well, maybe since ever.

**HUNDREDS
OF LOCAL
TOURNAMENTS
ARE SPRINGING
UP ACROSS
THE U.S. AND
CANADA.**

But here's what's really beautiful about it:

It's not something some marketing guy dreamed up. This is a true, pure, grassroots phenomenon. Hard core sports gamers, nationwide, are merely doing what comes natural—

**getting together
for a head-butting,
high-sticking good time.**

Send Us Your Tournament Tip

If we use it in an upcoming issue of *Inside EA SPORTS*,™ we'll mail you a primo EA SPORTS baseball cap from Sports Specialties. Mail your tip to:

Tournament Tips
EA SPORTS - Attention Romey
1450 Fashion Island Boulevard
San Mateo, CA 94404

"Gamers came to us with this one," admits Don Transeth, executive director of EA SPORTS. "We're just listening carefully and staying close to our market."

1

WAY



IT'LL CHANGE THE

PLAY:

WAY YOU

PLAY

Choose your partners. With new 4 Way Play,[™] tournament teamwork is the name of the game. Michael Jordan aside, there's no such thing as a one-man team. And at no time is this truer than tournament time.

A unique new hardware device from EA SPORTS, 4 Way Play actually splits your videogame signal, letting up to four players compete in a single game at the same time.

Now you can play

2 on 1, 2 on 2, 3 on 1. Or all four of you can lay waste to the computer.

If you loved waiting, you'd work in a restaurant.

"4 Way Play is a dream come true for tournament play," says Terry Harps, a tourney organizer in Atlanta. "The team aspect not only increases participation, but also adds a whole new competitive dimension to gaming."



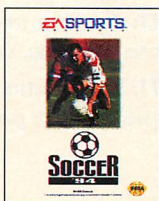
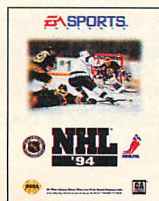
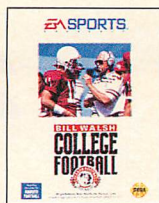
4 Way Play from EA SPORTS.

So again—what exactly is 4 Way Play?

A simple plug-in module for your game machine. Pop it in, and now up to four players can compete at the same time. Perfect for tournament gaming with your favorite EA Tournament Series sports titles.

"Always use Detroit when playing NHLPA Hockey '93, and try to get the puck to Steve Yzerman, he's great!"

Zachary Ty Bryan
11 years old
Home Improvement Star



THREE

How to **HOST** ^a **TOURN**

OK, we've made mistakes. That **Madden Football** tournament on Memorial Day weekend—well, let's just say you could hear the barking miles away. But we're man enough to admit it. And, guys that we are, we're more than happy to pass on the following tips to you:

1 Schedule intelligent dates and times.

TOURNEY TIP (TT): **Avoid**

holiday weekends. We mentioned our Memorial Day weekend dog. Apparently everybody was outdoors with their waterskis and barbecues and stuff. What kind of behavior is **t h a t**? Anyway, we learned our lesson.

TT: *In good weather, schedule evening tournaments.* Late tournaments also let you amp things up with live music. A typical college frat/dorm tourney runs from 6 PM to 10 PM on Friday or Saturday, with a live band kicking in afterwards.



2 Use whatever resources you have at your disposal (girl friends, **Publicize!** pledge rats, very small freshmen, etc.) to get the word out about your event.

TT: Plaster posters or flyers in local sports bars, schools, colleges, and video and music outlets.

TT: Post sign-up sheets in area software stores.

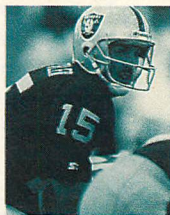
TT: If you have celebrities involved, get them booked in the local media—sports talk shows, radio call-in shows, etc. (This will be easier if your tournament is a charity benefit.)

TT: If you can afford it, buy advertising in area newspapers. College newspapers are particularly good, since sports gaming is so popular on campus.

AMENT



"When playing John Madden Football, always pay attention to the defense called."



**Jeff Hostetler
Quarterback,
L.A. Raiders**

3
**Carefully
assess your
space/
equip-
ment
needs.**

TT: Set up one full gaming station—monitor, system, game cartridge and manual—per every four players entered in the tournament.

TT: Clearly mark off playing areas with masking tape on the floor. Don't allow non-players to cross the tape.

4
**Set clear,
simple rules.**

If it's an open tournament, remember that it's better to keep rules basic when organizing a mass event. But after you make things clear, be **flexible.**

5
**Always designate
an all-powerful
commissioner to
interpret rules and
arbitrate the
inevitable disputes.**

This is critical advice. Hard-core gamers, like lawyers, love to argue the fine points. Needless to say, the commish should not compete in the tournament.

TT: Tell contestants up front that the commish has final say, no appeals. Make it perfectly clear.

6 Communicate special rules beforehand.

Decide right away if you'll let players bring their own control pads, custom playbooks, things like that. Then be sure to get this information into pre-tournament ads or flyers.

TOURNEY TIP (TT):

Always include a phone number in ads or flyers so gamers can call for tournament regulations.



7 Make team selection fair.

One of the most important rules you'll make is the one governing team choice. Many players are passionate about their favorite teams, and know the intricacies of particular team match-ups, which ones are mismatches, etc. So you need to decide if it's fair or feasible to let "pick-your-own" be a selection guideline.

TT: If players select their own teams, set a **time limit!** We suggest two minutes to pick a team. Otherwise guys'll spend *hours* scanning player ratings in the manual.

TT: Make everyone draw teams from a hat.

TT: Or try this method, used at our EA SPORTS in-house tournaments. Before each game, flip a coin. The winner then picks the two teams and all conditions—weather, stadium, etc. The loser gets to pick either of the two teams to play. This method usually ensures equal teams.

8 Keep things moving.

Successful tournaments eliminate lag time. So any rule that shortens games is good.

TT: Play five-minute quarters. Each game will last only 35-40 minutes.

TT: Any **four touchdown lead = automatic win.**

Keep non-players 9 involved.

Spectators and players waiting between games need to be entertained, involved and informed. Here's a few tips:

TT: *Post standings.* Put your tournament brackets on a large wall chart and track progress from round to round.

TT: *Make frequent announcements.* A commissioner with a cordless microphone can organize activity and convey information. A good play-by-play announcer can also energize and focus the attention of your crowd with roving commentary.

TT: *Schedule "mini-tournaments" or other activities for early-round losers.* As players get eliminated, the number of gaming stations needed for actual tournament play shrinks. Let early-round losers play at the open stations, maybe even for small consolation prizes. Use a "sudden-death" format—first scorer wins the game. Keep the entry

TYPES OF TOURNAMENTS



fee small, maybe two bucks. Or better yet, make it free. Then award small prizes to winners—hats, T-shirts, videogames, whatever.

TT: *Schedule other entertainment.* Live music, celebrity appearances, raffles, monster truck pulls, things like that. If you have a band, it's best to have them play only during scheduled breaks, or after the competition.

Increase involvement with **4 Way Play.**

4 Way Play is a great way to get more people playing at any given moment. (For more information, see the **4 Way Play** article on page three.)

TT: Schedule 2 on 2 tournaments so twice as many competitors can participate.

You may not find an official "Open" Competition in your area yet, but you can bet that living room tournaments are busting up furniture at a location near you. Basically, there are three types of tournaments:

Home. Simple, informal, pure fun. Whether it's four guys in a studio apartment or forty in a Mulholland mansion, tournament gaming makes a great party.

Organization/Club. A lot of local organizations—collegiate, athletic, civic, corporate, military—are staging tournaments. A well-run tournament is a great way to raise money, or just kick back and bond with your buds.

Open. Most open tournaments are "Pay to Play"—i.e., there's an entry fee, usually about \$20.

Most use a double-elimination format, offer T-shirts (or some equivalent) to every entrant, and award cash prizes, trophies, games and/or other merchandise to winners.

NFL STARS BLOW IT OUT WITH MAD FOOTBA

When pro football players aren't playing football, what do you suppose they do with their time?

The answer: **Play football.**

Confused? Let's be more specific. They play **JOHN MADDEN FOOTBALL**, day and night, home and away. NFL stars reported to be Madden tournament fanatics include **Michael Irvin** (Cowboys), **Randall Cunningham** and **Herschel Walker** (Eagles), **Steve Broussard** and **Jessie Tuggle** (Falcons), **Jeff Hostetler** (Raiders), **Toi Cook** (New Orleans), rookie phenom **Curtis Conway** (Bears)—and, to be honest, about a gazillion others.

We decided to seek out some of these NFL tournament warriors. Here's the word from a couple of the best.



Curtis Conway (left),
with Ron Barr (right)

DEN ALL

Hardy Nickerson, LB, Tampa Bay

After an All-America career at Cal, Nickerson was drafted by Pittsburgh and played the last six years at one of the more glorious and intense positions in Steelers history—middle linebacker. In 1990, he discovered *Madden Football*, and has been a fanatic ever since.



"We took it on the road with us," he says. "Had to have our *Madden*." At home and off-season, Nickerson and pals would stage regular tournaments at each other's houses. "Eight or ten Steelers, round robin, five hours of competition," he says. Then he laughs and adds: "Informal—but very serious, if you know what I mean."

This year, as a free agent, Nickerson signed a tidy little 3-year, \$5.1 million contract with Tampa Bay—and quickly discovered that *John Madden Football* is all the rage there, too. "During camp, we don't get much time off," he says.

"But man, we need our Madden tournaments." He smiles. "So during lunch breaks we sneak away and play the guys who work in the video room."



Elston Ridgle, DE, L.A. Raiders

A former All-American at Nevada-Reno, Ridgle is a 6'6", 290-pound defensive lineman. His professional career truly defines the term "mobility"—eight teams in eight years, starting with the Rams, then the Bills, Bengals, Seahawks, etc. As a result, he has a unique perspective on league-wide gaming activity.

So we asked: Who's doing tournaments in the NFL?

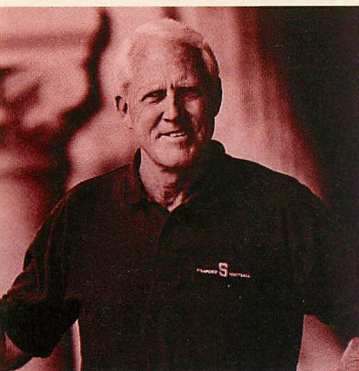
"Every team I've played for," he says.

"Madden tourneys are big with the guys. Real big."

Why? "Because it's real football, man," he says. "I marvel at the accuracy. I come back from practice, and there I am, running the same blitz we just learned on the field that day."



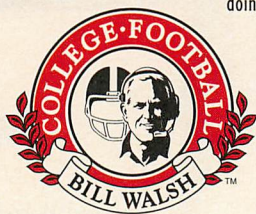
COLLEGE TOUR RAGE OUT OF CONTROL



Apparently, they study too.

Everywhere you go—Boulder, Ann Arbor, Madison, South Bend, Austin—the college tournament scene is an exploding smart-bomb. Dorms and frat houses resound with trash talk, high-fives and cogent play-by-play commentary (“Whoa. That was lame, dude”).

Dormies, ROTC cadets, off-campus guys, the yearbook staff, and of course frat rats—SAEs, Pikes, Fijis, Sig Eps, Sammies, KAs—they’re all battling through *Madden Football* or NHLPA® Hockey bracket pairings. They’re doing it for fun, glory and charitable causes.



Some of these guys
are even
graduating,
we hear.

Campus + Tournament = No-Brainer

You don’t have to be a math major to see the elegance of this equation. Campus gamers are hard-core gamers. And the collegiate setting creates natural gaming rivalries. Frat versus frat. Dorm versus dorm. School versus school. Conference playoffs. Bowl games. How about a national championship?

**On Bill Walsh
College Football:
“Overall, Bill Walsh
plays similar to
Madden. If you want
a super-fast team,
play Washington ’91.
I also like Alabama
’78 with its power
running attack.
A real bruising
fullback.”**

**Jeff Strong, 30
Tournament
Producer
Hayward, CA**



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OL

Georgia Tech goes off.

On April 24, 1993, more than 150 rabid sports gamers from eight major Atlanta-area campuses blew into Georgia Tech University for the First Annual *John Madden Football* College Tournament of Champions. At stake: school pride, bragging rights, videogames, joysticks, control pads, NFL helmets and footballs, leather jackets, EA sweatshirts—and, just for fun, a first place cash prize of \$1000.

As you can imagine, the competition was intense. Adding to the intensity was all that school spirit, heightened by the fact that all four semi-finalists came from different colleges. The winner turned out to be a student representing Morehouse College in Atlanta. In addition to his cash prize, EA SPORTS provided a \$2000 scholarship in his name to Morehouse.

Sis boom bah, dude.

If you're part of a campus organization looking to produce a fun, first-rate fundraiser, check out a *Madden* or *NHL* tournament.

It's a great way to raise money without taking a break from gaming.



"Jeremy Roenick of the Chicago Blackhawks can't be stopped on a breakaway."

Snake
Guitar Player
Skid Row

On NHLPA Hockey '93:
"To check a player, press the B button instead of C. It automatically makes the opponent lose his balance. But when

an opponent is speeding down the ice, use the A button, which controls holding and hooking. It'll slow him down, then you can check him!"

Ian Marsman, 20
Eric Payne, 25
Students
Vancouver, British Columbia

K I L T O U R N A

TOURNAMENTS

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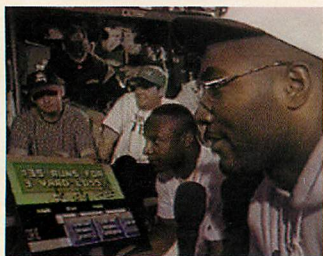
HAPPEN

ANYWHERE,

ANYTIME.



Case in point: The Super Bowl. Buffalo Bill players were reportedly checking out the new *Madden Championship Edition* all week before last year's pig-skin gala. Meanwhile, over in the other camp, Dallas Cowboys Michael Irvin and Thomas Everett tackled their own pre-game jitters by destroying teammates playing *Madden '93*.



JETS JOURNAL BOWL '93

— New York, NY

The entire New York Jets squad held a 1993 tournament, with its two finalists, Kurt Barber and Brian Washington, playing on camera for the team's weekly TV show, *Jets Journal*. The game was preceded by The Ritual Taunting, in which the two players stood nose-to-nose, making rapid verbal accusations that probably wouldn't hold up in court.

The game itself was an impressive display of serious gaming, with Barber stomping Washington in a humiliating 31-0 rout. Lesson: If you deliver, it ain't bragging.

1993 EAST - WEST SHRINE BOWL

— Santa Clara, CA

The Santa Clara's Westin Hotel was bleeding starlight as 16 supernova college football stars squared off in *John Madden Football*. The group, gathered for the 68th Annual East-West Shrine Game, included such consensus All-Americans as Russell White (RB, Cal), Lamar Thomas (WR, Miami), and Lincoln Kennedy (OT, Washington).

On hand was an audience of fans, other Shrine players, NFL scouts and coaches, and a few ever-lurking agents. The final game pitted sleek speedburner Thomas against hulking offensive tackle Ron Stone of Boston College. The control pad looked sort of tiny and ridiculous in Stone's meathook hands, but he still managed to win, 28-14.

LE R MENTS WE HAVE SEEN



FIRST ANNUAL MADDEN PLAYOFFS

— Cincinnati, OH

Here's one of our favorites. The brainchild of Officers Calvin Mathis and Bret Isaac of the Cincinnati Police Department, this one-day tourney was specifically designed to bring together inner city kids with police officers in a fun, positive way—and it did, with tremendous success.

"It was a whole lot of fun," says Mathis. "We hung out the sign-up sheets, and man, it just took off like a rocket." Although the competition was limited to 64 entry slots, Mathis estimates more than 125 people showed up, ranging in age from eight—"that little kid beat two older guys!"—to 33.

An 11-year-old, Brandon Pierson, won the tournament, humiliating guys two and three times his age. "All he did was smile," says Mathis, laughing. "All day long."

The competition lasted from 3 to 11 P.M., but few kids left, even after losing. "By the final round, the crowd was so hyped we had to back them off the players," grins Mathis. He and Officer Isaac plan to set up *Madden* tournaments in other community centers around Cincinnati as well.



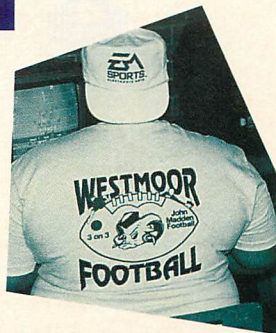
"GREEK WEEK" NHL HOCKEY TOURNEY

— Carlisle, PA

Pure collegiate fun, with more than 200 Dickinson College students battling it out on the digital ice for fraternity pride, a T-shirt, and a mysterious "underground" prize. When asked about it, Beta Theta Pi spokesman Patrick Staib would only wink and insist it was *not* a case of Moosehead.

The tournament finals were played on the student union's big-screen TV, and featured the top 32 players from various Dickinson fraternities and other campus organizations. Lael Campbell, another Beta brother and tourney organizer, says the final matches "were excellent games, very cool to watch, very exciting."

He adds that the winner, who came from Sigma Chi, "really liked his T-shirt, and everybody greatly enjoyed not-drinking that case of Moosehead that he didn't win."



Now if you screw up,
at least you got teammates to blame.



Our new 4 Way Play™ adapter for Sega™ Genesis™ changes everything. Instead of 1 on 1 or 2 against the computer, now you can also play 2 on 1. 2 on 2. 3 on 1. Or 4 against the computer. Which makes the EA Sports™ Tournament Series games 4 times better than anything you've ever played.



IF IT'S IN THE GAME, IT'S IN THE GAME™



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