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## Female Fighters Join EA SPORTS UFC Roster; Mark First Ever Appearance in a UFC Video Game

*The Ultimate Fighter Coaches Ronda Rousey and Miesha Tate First Female Fighters Revealed*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that *EA SPORTS™ UFC* will feature playable female fighters for the first time ever in a UFC videogame. This groundbreaking moment is headlined by UFC Women's Bantamweight champion Ronda Rousey and top bantamweight contender Miesha Tate, the historic inaugural female coaches on the upcoming season of *The Ultimate Fighter*.

Starting next Spring, players will "Feel the Fight" in the Octagon™ and experience the crippling power of Rousey's signature armbar, the ferocious intensity of Tate's grappling, and many other fighting styles from an esteemed roster of female fighters in *EA SPORTS UFC*.

"This is a great moment for videogames and for Mixed Martial Arts," said Dean Richards, General Manager, *EA SPORTS UFC*. "In our commitment to delivering the most realistic fighting experience ever achieved, we wanted to represent the full spectrum of talent and diversity of all the fighters in the sport, including women who have become an undeniable force to be reckoned with."

"Since we added the Women's Bantamweight division earlier this year, the women have impressed everyone," said Dana White, UFC President. "The fights are always exciting, Ronda Rousey is as talented as any champion in the UFC and her rivalry with Miesha Tate is one of the most intense in UFC history. The female division has become a huge part of the UFC and fans will now be able to experience fighting with them in the game."

### [Watch Ronda Rousey talk to EA SPORTS about her upcoming bout with Miesha Tate](#)

Powered by EA SPORTS IGNITE technology, *EA SPORTS UFC* brings the action, emotion and intensity inside the Octagon to life in ways that were never before possible. The next-generation of True Player Motion not only showcases the diverse, powerful and fluid attacks of elite mixed martial artists through Precision Movement, Dynamic Striking and Strategic Submission Battles, but also brings the combatants to life with Full Body Deformation and Real-Time Exertion. The simulation of Human Intelligence takes leaps forward with the strategic and adaptive MMAi system and is expressed through the most realistic characters ever created in a sports game.

#### **Assets:**

To download assets, please visit the EA press site at <http://info.ea.com>. Visit the [EA SPORTS UFC](#) website for more details.

*EA SPORTS UFC* is in development at EA Canada in Vancouver and will be available for the Xbox One® and the PlayStation®4. The game has not yet been rated the ESRB and PEGI; visit [www.esrb.org](http://www.esrb.org) and [www.pegi.info](http://www.pegi.info) for more information. Become a fan of *EA SPORTS UFC* on Facebook at <http://www.facebook.com/easportsufc> and follow us on Twitter via <http://www.twitter.com/easportsufc>.

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *S S X™* and *EA SPORTS UFC*®. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com).

#### **About the Ultimate Fighting Championship®**

Universally recognized for its action-packed, can't-miss events that have sold out some of the biggest arenas and stadiums across the globe, the UFC® is the world's premier mixed martial arts (MMA) organization. Owned and operated by Zuffa, LLC,

headquartered in Las Vegas and with offices in London, Toronto, Beijing and Sao Paulo, UFC produces more than 35 live events annually. The UFC is the largest pay-per-view event provider in the world. In 2012, the UFC burst into the mainstream with a landmark seven-year broadcast agreement with FOX Sports Media Group for live events and thousands of hours of programming including the longest-running sports reality show on television, *The Ultimate Fighter*<sup>®</sup>, moving to FOX Sports 1 in September 2013.

In addition to its reach on FOX, UFC programming is broadcast in over 145 countries, to nearly 800 million TV households worldwide, in 28 different languages. UFC content is also distributed commercially in the United States to bars and restaurants through Joe Hand Promotions, in English throughout Canada via Premium Sports Broadcasting Inc. and Australia via Main Event and in French throughout Quebec via Interbox. The UFC also connects with tens of millions of fans through its website, [UFC.com](http://UFC.com), as well as social media sites Facebook and Twitter. UFC President Dana White is considered one of the most accessible and followed executives in sports, with nearly 2.5 million followers on Twitter. UFC businesses also include over 90 UFC GYM<sup>®</sup> locations in 28 US states and Australia, UFC FIT<sup>™</sup>, an in-home fitness and nutrition program, UFC 360, the internationally distributed magazine, UFC.TV offering live event broadcasts and video on demand around the world, a new videogame franchise with EA Sports, best-selling DVDs, UFC Fight Club<sup>®</sup>, UFC Fan Expo<sup>®</sup>, branded apparel and trading cards.

### **About Electronic Arts**

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 and operates in 75 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<sup>™</sup>, Madden NFL, FIFA Soccer, Need for Speed<sup>™</sup>, Battlefield<sup>™</sup> and Mass Effect<sup>™</sup>. More information about EA is available [here](http://www.ea.com/news).

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