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EA SPORTS Announces Alex Morgan and Christine Sinclair as First Ever Female Cover Athletes for EA SPORTS FIFA Franchise in North America

Morgan Shares the FIFA 16 Cover with Lionel Messi in the United States and Sinclair Shares the Cover with Messi in Canada

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced that US Women's National Team Forward, Alex Morgan, and Captain of the Canadian Women's National Team, Christine Sinclair, will be the first women to appear on an EA SPORTS FIFA cover. Morgan shares the *FIFA 16* cover spotlight with global soccer sensation, Lionel Messi, in the United States and Sinclair shares the cover with Messi in Canada. For the first time in franchise history, women will take the pitch in EA SPORTS *FIFA*. Fans will be able to represent 12 Women's National Teams in *FIFA 16*, in Kick Off, an Offline Tournament, and Online* Friendly Matches - giving fans a brand new way to play.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150720005194/en/>

"It is an incredible honor to be one of the first women featured on the cover of EA SPORTS *FIFA*," said Morgan. "I know people all over the world play this game and I'm really excited that *FIFA 16* is putting such an important spotlight on women's soccer. And now to share the cover with today's greatest player is surreal."

"This year's World Cup showcased the unbelievable talent and skill in women's soccer," said Sinclair. "I'm thrilled that EA SPORTS is celebrating female athletes in *FIFA 16*. To be featured in the game and to promote women's soccer with Alex is really special and another exciting step for women in sports."

"As soon as we knew Women's National Teams were joining *FIFA 16*, we immediately recognized that Christine and Alex would be the perfect cover athletes based on their accomplishments and what they represent for their respective countries and the sport of women's soccer," said David Pekush, Sr. Manager of North America Marketing for EA SPORTS. "They are exhilarating players and exude heart and courage on the pitch, and we are extremely proud to be working with them this year."

FIFA 16 innovates across the entire pitch to deliver a balanced, authentic, and exciting football experience that lets fans play their way, and compete at a higher level. With innovative gameplay features, *FIFA 16* brings Confidence in Defending, Control in Midfield, and gives players the tools to create more Moments of Magic than ever before. Fans new to the franchise, or skilled players looking to improve their game will have a chance to Compete at a Higher Level using the all new *FIFA Trainer*. Innovation Across the Entire Pitch. New Ways to Play. Compete at a Higher Level. *Play Beautiful in FIFA 16*.

*FIFA 16*** will be available starting September 22, 2015 in North America on [Origin™](#) on PC, Xbox One, the all-in-one games and entertainment system from Microsoft, Xbox 360® games and entertainment system from Microsoft, PlayStation®4 and PlayStation®3 computer entertainment systems.

For more information about EA SPORTS *FIFA 16* visit www.easports.com/fifa or join the EA SPORTS community at <http://www.facebook.com/easportsfifa>. Follow us on Twitter [@easportsfifa](#) and use the hashtag [#FIFA16](#). The game is not yet rated by the ESRB.

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 videogames, including *Madden NFL* football, EA SPORTS™ *FIFA*, *NHL*® hockey, *NBA LIVE* basketball, *Rory McIlroy PGA TOUR*® golf, *S X*™ and EA SPORTS *UFC*®.

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 around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™, FIFA™, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at <http://www.ea.com/news>.

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*Internet connection and Origin account required. Must be 13+ to create an account.

**Not all features available on all gaming platforms.

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