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EA SPORTS Partners With Real Madrid C.F. as Official Videogame Partner

Real Madrid C.F. Stars Get New Player Likeness for EA SPORTS FIFA 16

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) and Real Madrid C.F. today announced that they have signed a three year partnership that will see EA SPORTS™ become the exclusive and official videogame partner of one of the world's most popular football clubs.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150720006491/en/>

"We're honored to welcome Real Madrid as an official partner club and the opportunity to bring fans even closer to the team through unique experiences and authentic player likeness in the game," said Jamie McKinlay, Vice President of Marketing, EA SPORTS. "Real Madrid is one of the most popular clubs in the world and that's also true within our game; we are looking forward to building a deeper connection with the club in the coming years."

As part of the partnership, EA SPORTS *FIFA 16* will include updated 3D head scans of fourteen of Real Madrid's most popular players. New player likeness for Cristiano Ronaldo, Sergio Ramos, James Rodriguez, Luka Modrić, Karim Benzema, and others will enhance the authenticity of the *FIFA* franchise. Fans will also find out which of their favorite stars rules the virtual pitch when Real Madrid players compete in an exclusive *FIFA 16* video game tournament later this season. Watch Real Madrid C.F. players during the 3D head scanning session with EA SPORTS: [video](#).

Emilio Butragueño, Director of Institutional Relations, Real Madrid C.F. said, "We're delighted to be working with EA SPORTS as our official videogame partner. They're the market leading brand in football videogames and we can't wait to start working together to give both our fans unforgettable experiences. Many of our players are big FIFA gamers and I know they can't wait to play *FIFA 16*."

The partnership extends into the Bernabéu, Real Madrid's storied home pitch, on game day as the stadium's big screen will occasionally display player celebrations rendered with EA SPORTS *FIFA* after home team goals. Those visiting the stadium will also have a chance to get a hands-on experience with *FIFA 16* in a new experiential area at the Bernabéu. In addition, fans can expect to see EA SPORTS content in the stadium and on Real Madrid's digital channels.

Real Madrid C.F. join other EA SPORTS partner clubs around the world from top leagues including Spain's La Liga, the Barclays Premier League in England, the Bundesliga in Germany, and Ligue 1 in France, among others.

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 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 www.ea.com/news.

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About Real Madrid C.F.

In 1905 Real Madrid C.F. clinched its first title. Since then, this Spanish football club has acquired more silverware in order to become the most laureate club of all times. With over one hundred years of history, Real Madrid C.F. was rated by FIFA as "The Best Football Club of the Century", reaping victories and success both on and off the playing fields.

The value of the brand and the eagerness of the club has ensured the complete satisfaction of millions of supporters and motivated the development of a wide variety of products, services and communication channels tailor-designed to their followers.

As a result of the international recognition of its brand, the club is sponsored by the most prestigious companies worldwide, leaders in their respective fields and eager to link their brand with the values that are associated to Real Madrid C.F.

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