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Madden NFL Mobile Kicks off Brand New Season

New Challenges, Gameplay Modes and More Highlight New Season

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) launched the new season of *Madden NFL Mobile*, giving fans a chance to get into the game anytime and become the GM of their favorite NFL franchise. The new season of *Madden NFL Mobile* features new Live Events and Spontaneous Challenges, a new Receiver Mode, Legacy Team Challenges and numerous other enhancements and improvements, creating a whole new experience from top to bottom.

This Smart News Release features multimedia. View the full release here:
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New teams mean a level playing field for all players, and it's never been a better time to jump in and lead your team to glory. The game features a totally revamped look and feel, boasting new modes and features designed to give you an authentic NFL experience all season long. Best of all, players don't need to download a new app, as the new season of *Madden NFL Mobile* arrives today as a free update.

This season in *Madden NFL Mobile* players will be presented with Spontaneous Challenges during drives that offer rewards. For instance, a player may be tasked with passing for 20 yards during a drive, with success netting a reward. Spontaneous Challenges come in various difficulties, but those willing to take on the toughest task also stand to earn the best rewards.

In addition to Spontaneous Challenges, fans can play the brand-new wide receiver mode with special mechanics and controls. As a receiver, swipe any direction to make a cut, and tap onscreen when you're open to call for the ball and make the big play. Read the defense, find the holes in the coverage and make the catch that changes the game.

New teams mean a fresh challenge for all players, but returning *Madden NFL Mobile* players will also be able to utilize their Legacy Team from the previous season for special Live Events. These exclusive challenges offer unique rewards, as well as provide loyal fans additional opportunities to return to the field with their Legacy squad.

The new season of *Madden NFL Mobile* features numerous other enhancements and improvements, including a revamped kicking game, new NFL PAT rules, upgraded defensive strategies, enhanced pass input detection and more.

Madden NFL Mobile lets fans become the GM of their favorite NFL team and handpick their squad, composed of NFL stars and legends. Get into the game anytime, anywhere with Live Events and Head-to-Head Challenges, battling it out all the way to the Super Bowl. It's authentic NFL action on mobile devices, so *Madden* Season starts now. Join the over 20 million who have played the free-to-download* game and started down the path to gridiron glory. *Madden NFL Mobile* is available on the [App Store](#) and [Google Play](#).

All player participation has been facilitated by NFL Players Inc., the licensing and marketing subsidiary of the NFL Players Association (NFLPA).

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*®.

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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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