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Calling All Playmakers for the Launch of Madden NFL 16

Be the Playmaker Both On and Off the Field with Revamped Gameplay and the New Draft Champions Mode

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](http://www.ea.com) (NASDAQ:EA) officially launched *Madden NFL 16*, giving fans the opportunity to be the playmaker from the war room to the gridiron. Gameplay enhancements bring new levels of physicality and excitement to the game, creating some of the biggest moments in franchise history, and the new Draft Champions mode gives players a dose of fantasy football with a *Madden NFL* twist, offering a completely fresh experience.

This Smart News Release features multimedia. View the full release here:
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"We think *Madden NFL 16* delivers an incredible experience for our players," said Roy Harvey, Executive Producer of *Madden NFL 16*. "Draft Champions provides a new way to play, bringing the fun of a fantasy football draft to *Madden*, and providing a strategic challenge both on and off the field. On top of that, the new gameplay elements we've introduced this year allow you to achieve some really exciting moments that you'll want to watch over and over again in replay. It's a great year to be a playmaker."

Madden NFL 16 packs new tools for QBs, receivers and defenders, giving you the ability to make game-changing plays on both sides of the ball. Quarterbacks boast new pass types and body-relative throws, while receivers can play the pass in numerous ways to either maximize yardage, secure the catch or try and wrestle the ball away from an opportunistic defender. Defenders also have new tricks up their sleeves, and can choose to either play the ball to try and make an interception, or play the receiver to attempt to dislodge the pass or make an immediate tackle.

Off the field, Draft Champions puts you in the driver's seat to create your own squad of elite playmakers composed of both current NFL players and all-time legends. Take your drafted team into competition against the CPU or other drafted players in an attempt to prove your squad is superior. Once you've completed a Draft Champions event, start over with a brand-new team and new style of play.

Fan-favorite modes like Connected Franchise and *Madden Ultimate Team* also return, complete with their own advancements and improvements. Complete new in-game Drive Challenges in Connected Franchise to give your players an XP and Confidence boost, and jump into new Moments Challenges in *Madden Ultimate Team* to make the game-turning play at a critical juncture.

Madden NFL 16 is developed in Orlando, Florida by EA Tiburon and is available now for Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Xbox 360® games and entertainment system and PlayStation®3 entertainment system. To learn more about *Madden NFL 16*, visit <http://www.easports.com/madden-nfl>.

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*®.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

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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