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EA SPORTS FIFA 16 Now Available Across the World

Record 6.4 Million Fans Play the Preseason Demo across Console and PC

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced that EA SPORTS™ *FIFA 16*, winner of the E3 2015 Game Critics Best Sports Game award, is now available in retail stores and as a digital download* worldwide. *FIFA 16* has been described by Digital Spy (UK) as, "an impressive beast of a game that's stuffed with official leagues and licenses, game modes and other little touches that add flavor to the match day experience," and hailed by EGM (USA) as, "an unparalleled soccer simulation that improves upon *FIFA 15* in every aspect." With gameplay innovation across the entire pitch and brand new ways to play, *FIFA 16* lets fans [Play Beautiful](#).

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150924005395/en/>

"It has been incredible to see the number of fans already engaging in and enjoying *FIFA 16* through EA Access and our preseason demo," said Nick Channon, Senior Producer of EA SPORTS *FIFA*. "We are very excited with the early feedback, particularly on the balanced gameplay, and now that the game is launching across the globe, we shift our focus to providing the best live service in the industry."

A record 6.4 million fans have downloaded the *FIFA 16* demo in the ten days since it became available. Fans playing the full version of *FIFA 16* through the Play First Trials on EA Access**, only on Xbox One the all-in-one games and entertainment system from Microsoft, were excited to try the newly added Women's National Teams, with the United States Women's National Team ranking in the top ten most selected clubs or national teams. *FIFA Ultimate Team™* Draft, a brand new way to play the franchise's most popular mode, has also been a fan favorite, with more than 13 million matches played throughout the demo and EA Access combined.

FIFA 16 delivers 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 the Midfield, and gives players the tools to create more Moments of Magic than ever before. *FIFA Ultimate Team*, the game's most popular mode, introduces *FIFA Ultimate Team* Draft, a brand new way for fans to test their team building skills and compete with some of the best football players in the world. And this season, Career Mode adds two features most requested by fans: Pre-season Tournaments and Player Training that ensure an even deeper and more authentic career whether fans play as a manager or a pro. For more information about *FIFA 16* features visit www.easports.com/fifa.

A trailer showcasing the new season of *FIFA 16* can be viewed: [here](#).

FIFA 16 is developed in Burnaby, British Columbia by EA Canada and is available now on [Origin™ for PC](#), Xbox One, PlayStation®4 computer entertainment system, Xbox 360® games and entertainment system and PlayStation®3 entertainment system.

Join the EA SPORTS community at <http://www.facebook.com/easportsfifa>. Follow us on Twitter [@easportsfifa](#) and use the hashtag [#FIFA16](#). The game is rated E for Everyone by the ESRB.

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

** Conditions, limitations and exclusions apply. See www.ea.com/eaaccess/terms and www.ea.com/eaaccess for details.

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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