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Ronda Rousey Featured on the Cover of EA SPORTS UFC 2 out Spring 2016

EA SPORTS Reveals Full Set of Innovative Features, All-New Game Modes, and Game-Changing Visuals So Fans Can Finish the Fight

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today announced *EA SPORTS™ UFC®2* will launch this Spring, featuring UFC® bantamweight champion "Rowdy" Ronda Rousey as the game's global lead cover athlete. Rousey, the undefeated UFC champion (12-0), is the most dominant and recognized fighter in the world. Hear what Rousey thinks about the cover and get a first look of the champ in the virtual Octagon® [here](#).

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

<http://www.businesswire.com/news/home/20151113005117/en/>



"EA Sports is a cultural barometer to know what's going on in sports at the moment," said Rousey. "As a gamer myself, it's pretty surreal to be on the cover of the game and to have a woman on the cover of a UFC game shows a lot of progress. I'm really happy to be involved with it."

EA SPORTS UFC 2 takes the franchise's stunning character likeness and animation to another level, adds an all-new **Knockout Physics System** and authentic gameplay features, and introduces the biggest ever roster of real-world fighters in a MMA game who will step back into the Octagon on Xbox One and PlayStation®4.

"Like any champion fighter going into their next fight, we listened to our corner - in our case, the fans - and took a detailed look at everything we can do to take the fight game to a whole new level," said Creative Director Brian Hayes. "We're doing that by introducing innovative gameplay features, delivering a game mode for every fighter regardless of their style of play, and adding helpful tools so fans can master MMA, all while producing the jaw-dropping visuals that fans expect."

EA SPORTS UFC 2 is headlined by five brand new game modes including **KO Mode** and **UFC Ultimate Team**, a revamped **Career Mode** that lets fans create female fighters for the first time ever in a UFC game, and **Grapple Assist**, an integrated visual tool to help players learn and perfect takedowns, ground game transitions, and submissions. Full feature and mode details can be found at <http://easports.com/ufc/features>.

RONDA ROUSEY FEATURED ON THE COVER OF EA SPORTS UFC 2 OUT SPRING 2016 (Photo: Business Wire) event in Melbourne, Australia. This event will also make UFC history as the first time two women's world title bouts will headline a PPV event.

Rousey will defend her title tomorrow in the Octagon at **UFC® 193: ROUSEY vs. HOLM** at Etihad Stadium, to mark the first UFC

For pre-order information, visit <http://easports.com/UFC/buy>

EA SPORTS UFC 2 is developed in Burnaby, British Columbia by EA Canada. More information is available on the [EA SPORTS UFC website](#), and in-depth feature details will be announced in the months leading up to launch. Fans should keep an eye on the website, as well as the *EA SPORTS UFC* [Facebook](#) and [Twitter](#) pages to make sure they're always up-to-date on the latest

and greatest news.

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*®.

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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About UFC®

UFC® is the premier mixed martial arts (MMA) organization and largest pay-per-view event provider in the world. Headquartered in Las Vegas with offices in London, Toronto, Singapore and Sao Paulo, UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe. UFC programming is broadcast in 158 countries and territories to over 1 billion TV households worldwide in 21 different languages. The UFC has a multi-year broadcast agreement with FOX in the U.S., which annually includes four live events broadcast on the FOX network, as well as *The Ultimate Fighter*® reality television show and thousands of hours of programming on FOX Sports 1 and FOX Sports 2. In 2014, UFC launched *UFC FIGHT PASS*®, a digital subscription service that is available throughout the world with exclusive live events, thousands of fights on-demand and original content. The UFC organization also licenses over 100 *UFC GYM*® locations, and owns *UFC.TV*® (offering live event broadcasts and video on-demand around the world), *UFC FIT*® (an in-home fitness and nutrition program), *UFC Magazine*, and has a videogame franchise with *EA SPORTS*, *UFC Fight Club*®, *UFC Fan Expo*®, *UFC branded apparel*, DVDs and Blu-rays and Topps Trading Cards. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, [Twitter](https://Twitter.com/UFC) and [@UFC](https://Instagram.com/UFC).

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