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Madden NFL 17 Cover and Gameplay Reveal Coming May 12

EA SPORTS Football Franchise Warms up for Its Return to the Gridiron

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](http://www.ea.com) (NASDAQ: EA) announced that the *Madden NFL 17* cover athlete will be revealed Thurs, May 12 live during the 6pm ET/3pm PT edition of ESPN SportsCenter. Fans can tune-in to check out which NFL phenom has earned cover honors this year, and also get their first look at an all-new gameplay trailer.

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

<http://www.businesswire.com/news/home/20160509005417/en/>



[EA Access](#)* members can try *Madden NFL 17* before it's released for a limited time as part of a Play First Trial, only on Xbox One.

Madden NFL 17 is developed in Orlando, Florida by EA Tiburon and will be available for Xbox One, Xbox 360®, PlayStation®4 and PlayStation®3 on August 23. To learn more about *Madden NFL 17*, 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).

MADDEN NFL 17 COVER AND GAMEPLAY REVEAL COMING MAY 12 (Graphic: Business Wire)

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, *SSX™* 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.

*CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY. SEE EA.COM/EAACCESS/TERMS AND EA.COM/EAACCESS FOR DETAILS.

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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