



May 12, 2016

EA SPORTS UFC 2 Introduces All New Competitive Gaming Experience

Players Are Invited to Compete for a Chance to Become the EA SPORTS™ UFC® 2 World Champion at Live Event Competition: UFC® 200

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today announced the launch of Live Event Competitions, a brand new competitive experience in *EA SPORTS™ UFC® 2* Live Events mode. Starting Saturday, May 14, fans around the world can play the qualifiers in the Live Event Competition to start fighting for their chance to earn Ultimate Team rewards and a trip to compete at the live finals coinciding with UFC Fan Expo®, part of the 5th Annual UFC International Fight Week™, and *UFC® 200: CORMIER vs. JONES 2* in Las Vegas. The winner of the grand final match, taking place on Friday, July 8 at the UFC® Fan Expo in Las Vegas, will receive \$10,000 USD* and walk away with the belt as the *EA SPORTS UFC 2* World Champion.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160512006320/en/>



To learn how to compete and qualify, watch the [Live Event Competitions trailer](#).

"Fans love *EA SPORTS UFC 2* for the intense head-to-head competition, and we're excited to raise the stakes for all our players," said Todd Sitrin, Senior Vice President and General Manager of EA's Competitive Gaming Division. "Live Event Competition encourages players to experience the thrill of each bout by bringing fans even closer to the intensity of mixed martial arts."

"We are thrilled to launch our first online competition to find the top *EA SPORTS UFC 2* players," UFC Senior Vice President of Global Consumer Products Tracey Blecziński said. "UFC International Fight Week is the largest celebration of combat

EA SPORTS UFC 2 INTRODUCES ALL NEW COMPETITIVE GAMING EXPERIENCE
(Graphic: Business Wire)

sports in the world and we couldn't think of a better place than the UFC Fan Expo to crown the first-ever *EA SPORTS UFC 2* champion!"

Players enter the competition in Live Events on the *EA SPORTS UFC 2* menu, select one of four athletes fighting on an upcoming card, customize their athlete by applying five out of 10 fighter perks, and start competing online. All available in-game fighters are balanced with the same overall attribute rating and move level. Rankings on the global leaderboard are determined by the number of wins a player can accumulate during the qualifying period before taking three losses. Players are encouraged to go back and fight again as many times as they'd like to improve their top score during the qualifying period.

At the end of each qualifying period, eligible players with the top scores on Xbox One and PlayStation®4 will be invited to compete in the finals in Las Vegas where the champion will be crowned at the UFC Fan Expo leading up to *UFC® 200: CORMIER vs. JONES 2*, which takes place on Saturday, July 9, at T-Mobile Arena. The semi-finalists will receive tickets to the landmark event and other special prizes. The finalists aren't the only ones who win though, as all players who compete in the Live Event Competition will have a chance to earn in-game rewards based on their overall performance.

For complete details and Live Event Competition: UFC 200 rules visit, easports.com/UFC200LiveEvents.

Assets for *EA SPORTS UFC 2* can be found [here](#).

To purchase tickets to UFC Fan Expo at the Las Vegas Convention Center and watch the finals, please visit [UFC TICKETS](#).

EA SPORTS UFC 2 is developed by EA Vancouver, and is available now worldwide on Xbox One and PlayStation 4. EA Access** [members](#) can get 10% off the digital version of the game on Xbox One. 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, 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.

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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 2016, EA posted GAAP net revenue of \$4.4 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 a premium global sports brand and the largest pay-per-view event provider in the world. Headquartered in Las Vegas with offices in London, Toronto, Sao Paulo and Singapore, 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 over 150 countries and territories to more than one billion TV households worldwide in 21 different languages. [UFC FIGHT PASS](#)®, a digital subscription service, delivers exclusive live events, thousands of fights on-demand and original content to fans around the world. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, [@UFC](https://Twitter.com/UFC) and [@UFC](https://Instagram.com/UFC).

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Source: Electronic Arts Inc.

News Provided by Acquire Media