



June 6, 2016

FIFA 17 Powered by Frostbite

North America Launch on September 27, Global Launch Coming September 29

See How Football Has Changed on June 12 at EA PLAY

All-New Engine for FIFA 17, Gameplay Innovation Influenced by Four New Football Ambassadors

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) today [revealed](#) that EA SPORTS™ FIFA 17 is powered by Frostbite™*. One of the industry's leading game engines, Frostbite delivers authentic, true-to-life action, takes players to new football worlds, and introduces fans to characters full of depth and emotion. To see the full debut of FIFA 17 powered by Frostbite, fans can watch the EA PLAY livestream at 1:00pm PST on <http://ea.com/play2016>.

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

<http://www.businesswire.com/news/home/20160606006300/en/>



"Frostbite unlocks a whole new world of possibilities for the FIFA franchise and its fans," said David Rutter, VP and Executive Producer. "We have never been as excited as we are today about the future of football and the experiences we are going to deliver in FIFA 17."

FIFA 17 also introduced four new football ambassadors who have influenced complete innovation in the action on the pitch. James Rodriguez of Real Madrid C.F., Anthony Martial of Manchester United, Eden Hazard of Chelsea FC, and Marco Reus of Borussia Dortmund are four world-class attacking footballers who are capable of changing any game. They all worked with EA SPORTS to bring to life the gameplay innovation which will be revealed at EA Play. The ambassadors also appear in the FIFA 17 pre-order offer as loan players in FIFA 17 Ultimate Team™.

FIFA 17 POWERED BY FROSTBITE (Photo: Business Wire)

Fans who pre-order FIFA 17 Super Deluxe Edition can get up to 40 FIFA Ultimate Team Jumbo Premium Gold Packs, Team of the Week loan players, and other FUT content. Click [here](#) to read about all our available pre-order offers.

Football has changed: <https://www.youtube.com/watch?v=IPDOh5ZifyM>

Become an EA SPORTS FIFA Insider to get the latest game news, videos, and exclusive Insider content via email:

<http://easports.com/fifa>

EA Access** members on Xbox One and Origin Access** members on PC can play the game early with Play First Trials. Stay tuned for more information on access timing and availability.

FIFA 17 is developed by EA Vancouver and will be available in North America on September 27 and worldwide on September 29 on [Origin™](#) for PC, Xbox One, PlayStation®4 computer entertainment system, Xbox 360® games and

entertainment system and PlayStation®3 entertainment system.

* Frostbite game engine technology is available on Xbox One, PlayStation 4 and PC platform versions only.

** CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY. SEE EA.COM/EAACCESS/TERMS AND <http://www.origin.com/store/origin-access> FOR DETAILS.

To embed the EA Play livestream on your website, you can do so with this link:

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< iframe src="http://www.twitch.tv/ea/embed" frameborder="0" scrolling="no" height="378" width="620" > < /iframe > < a href="http://www.twitch.tv/ea?tt_medium=live_embed&tt_content=text_link" style="padding:2px 0px 4px; display:block; width:345px; font-weight:normal; font-size:10px;text-decoration:underline;" > Watch live video from EA on www.twitch.tv < /a >
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Join the *EA SPORTS FIFA* community at [facebook](#) and on [Instagram](#). Follow us on Twitter [@easportsfifa](#) and use the hashtag #FIFA17. The game is rated E for Everyone by the ESRB.

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*®.

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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