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Take Your Team All the Way in EA SPORTS Madden NFL 17

New Gameplay Features, Franchise Enhancements, a New Commentary Team and More Highlight this Year's Edition

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) launched *Madden NFL 17*, the latest edition of the storied franchise. This year's title raises the bar once again, with new gameplay features and improvements to all three phases of the sport; offense, defense and special teams. The game also features a whole new way to play Franchise games, as well as the completely new commentary team of Brandon Gaudin and Charles Davis, who bring a fresh perspective to the on-field action.

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

<http://www.businesswire.com/news/home/20160823006001/en/>



New players and returning vets alike will find something to love about *Madden NFL 17*. Automatic skill moves for runners on lower difficulty levels open up the opportunity for amazing plays in every game, while new skill moves and animations will give veteran players a way to set themselves apart from the competition. Franchise players looking to quickly advance through a season can take advantage of Play the Moments - the fastest way to play *Madden NFL 17* - to jump into the game at key third downs, game-winning drives and more. Would-be GMs can utilize new Big Decisions to manage every facet of their team in the quickest and most convenient way ever. No matter your play style or favored game mode, this year you have the tools to take your team all the way.

Take Your Team All the Way in EA SPORTS Madden NFL 17 (Graphic: Business Wire)

Madden NFL 17 introduces the new commentary duo of Brandon Gaudin and Charles Davis, who not only bring new voices to the game, but also will be recording additional commentary throughout the year which can be added to *Madden NFL 17* as it becomes available. The natural chemistry of Brandon and Charles, along with their deep football knowledge, serve as the perfect companion to the action unfolding on the gridiron, and they will be players' constant companions throughout the game. Brandon and Charles will be regularly recording new lines in light of what's happening around the league. In fact, the game has already received a pre-launch commentary update with an eye toward NFL pre-season storylines.

"Every year our challenge is taking a franchise the fans know and love, and finding ways to make it even better," said *Madden NFL 17* Executive Producer Seann Graddy. "I'm consistently impressed by the passion and creativity of this team, and when I look at this game I see their love of the sport and of this franchise shine through. We are so glad the fans are finally getting their chance to see the game for themselves, and look forward to hearing their feedback."

Mobile players can get their football fix as well, as *EA SPORTS Madden NFL Mobile* recently launched Season 3. The game showcases new features, new challenges and a whole new roster so players can build a dominant team, take on fresh challenges every day and compete with their friends to determine who has the ultimate team. *Madden NFL Mobile* is free-to-download* and is available on the [App Store](#) and [Google Play](#).

Madden NFL 17 is developed in Orlando, Florida by EA Tiburon and is available now for Xbox One, Xbox 360, PlayStation®4 and PlayStation®3. To learn more about *Madden NFL 17*, visit <http://www.easports.com/madden-nfl>.

EA Access members receive a 10 percent discount when they purchase a digital version of the *Madden NFL 17* on Xbox Live.

All player participation has been facilitated by NFL Players Inc., the licensing and marketing subsidiary of the NFL Players Association (NFLPA).

The EA SPORTS™ brand 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. The EA SPORTS studios create 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 games, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

*NETWORK FEES MAY APPLY.

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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