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## Make Your Mark in EA SPORTS FIFA 17 Available Now Worldwide

*A Record 8.8 Million Fans Played the Pre-Season Demo Over the Course of 10 Days on Console and PC*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) launched its most anticipated sports game to date, *EA SPORTS™ FIFA 17* on [Origin™ for PC](#), Xbox One, PlayStation®4, Xbox 360, and PlayStation®3. For the first time, *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. Also new this year is *FIFA 17 The Journey\**, where fans can experience their story on and off the pitch as Alex Hunter, the Premier League's next rising star. [UPROXX](#) calls *The Journey*, "The most compelling feature *FIFA* has included in years," while [Game Informer](#) concludes, "*FIFA 17* has something for everyone."

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160929005265/en/>



"This is truly a special year for *FIFA*," said David Rutter, GM and Executive Producer of *FIFA 17*. "We're delivering a brand-new engine for *FIFA*, a brand-new mode, and so much more. It's incredible all the things the team were able to include in this year's edition, we've seen a record-setting pre-season in the *FIFA 17* demo, and we're ready for our fans to get out on the pitch and experience it for themselves."

This year is also the biggest season yet for *FIFA Ultimate Team™*, introducing new Squad Building Challenges and a new way to compete via FUT Champions\*. Squad Building Challenges ask fans to complete special themed challenges such as teams composed of players from the same nation or league. Completing squads will reward players with in-game rewards, and additional challenges will be added throughout the season.

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League, as well as monthly leaderboards\*\*. Higher placement leads to bigger in-game rewards, and consistent eligible top-performers may have the opportunity to compete\*\*\* in the FIFA Interactive World Cup and the EA SPORTS FIFA 17 Ultimate Team Championship Series\*\*\*\*.

FUT Champions allow players to compete for a chance to qualify in the Weekend

In gameplay, *FIFA 17* delivers complete innovation in the way players think and move, physically interact with opponents and execute in attack. Significant new gameplay features including Set Piece Rewrite, Physical Play Overhaul, and Active Intelligence System will put fans in complete control to own every moment on the pitch. Fans can learn more about [new gameplay features of FIFA 17](#) by visiting *FIFA 17*'s website, and becoming an EA SPORTS FIFA Insider (<http://easports.com/fifa>). Fans can also join the *EA SPORTS FIFA* community on <http://www.facebook.com/easportsfifa> and follow us on [Twitter @easportsfifa](#) and [Instagram](#). The game is rated E for Everyone by the ESRB.

For *FIFA 17* assets visit: [info.ea.com](http://info.ea.com).

FIFA 17 is developed by EA Vancouver and EA Romania and is available now worldwide on [Origin™ for PC](#), Xbox One, PlayStation 4, Xbox 360 and PlayStation 3.

\*FROSTBITE GAME ENGINE TECHNOLOGY, THE JOURNEY AND FUT CHAMPIONS ARE AVAILABLE ON XBOX ONE, PLAYSTATION 4 AND PC PLATFORM VERSIONS ONLY.

\*\*INTERNET CONNECTION AND EA ACCOUNT REQUIRED TO PLAY. MUST BE 13+ TO CREATE AN ACCOUNT.

\*\*\*QUALIFICATION FOR THE EA SPORTS FIFA ULTIMATE TEAM CHAMPIONSHIP SERIES AND FIFA INTERACTIVE WORLD CUP IS ONLY AVAILABLE TO ELIGIBLE PLAYERS ON XBOX ONE AND PLAYSTATION 4. NO OTHER PLATFORMS AND CONSOLES ARE SUPPORTED FOR QUALIFICATION

\*\*\*\*RESIDENCE IN ELIGIBLE COUNTRIES REQUIRED. FINAL TERMS AND STRUCTURE SUBJECT TO CHANGE.

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](http://www.ea.com/news).

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