January 5, 2017

Super Bowl Week Kicks off with EA SPORTS Bowl in Houston on February 2

Athlete Tournament and Performances from Sam Hunt, The Chainsmokers and More Start the Festivities

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today Electronic Arts Inc. (NASDAQ:EA) and Nomadic Entertainment Group revealed the first details of the inaugural EA SPORTS Bowl. Taking place at Club Nomadic in Houston on February 2, the event will feature pro athlete tournaments in both *EA SPORTS Madden NFL 17* and *FIFA 17*, showcasing the talents of some of the world's best athletes. After the tournament fans will be treated to musical performances by country music superstar Sam Hunt, Grammy-nominated duo The Chainsmokers and a few other surprises.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170105005596/en/

Those interested in attending the event live can purchase floor-level general admission tickets starting this Saturday, January 7, at Ticketmaster.com.

"The EA SPORTS party is always one of the hottest tickets in town during Super Bowl week and this year is one of our best shows ever," said Randy Chase, Senior Marketing Director at EA SPORTS. "This year has an amazing lineup of athletes and musical talent, and Club Nomadic is going to be one of the greatest venues we've ever had. We can't wait to see everyone in Houston."

Club Nomadic, a 62,500 square-foot, multi-level nightclub, will serve as the epicenter of entertainment leading up to professional football's Championship Game. The one-of-a-kind entertainment complex is located in the Sawyers Yard art district off Edwards Street and designed with tiered mezzanines, which will also provide a private and unique white-glove experience for celebrities and VIP ticket holders.

"Today's announcement reinforces the fact that Club Nomadic will be THE spot leading up to Sunday's game," said Jack Murphy, Nomadic Entertainment President. "The EA SPORTS Bowl will kick-off three-nights of unmatched entertainment from the world's most popular artists, making Club Nomadic the hottest ticket and venue in town the week of January 30."

Madden NFL 17 is developed in Orlando, Florida by EA Tiburon and is available now worldwide for Xbox One, Xbox 360, PlayStation®4 and PlayStation®3. *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.

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

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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 Club Nomadic

Club Nomadic is the ultimate entertainment experience that travels to marquee events and destinations across the United States. With over 20 years of experience, Club Nomadic offers a one-of-a-kind setting with first-in-class hospitality and world-class entertainment. Visit http://clubnomadic.com/ for more information.

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