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## A Reimagined Football Game for Players On-the-Go Arrives With EA SPORTS FIFA Mobile

*All-New Football Game for Phones and Tablets Arrives Today On the App Store, Google Play, and the Windows 10 Store*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today announced *EA SPORTS™ FIFA Mobile* is available worldwide\* as a free download\*\* on the [App Store](#)™, [Google Play](#)™, and [Windows 10 Store](#). *FIFA Mobile* is made for players looking for a quick, fun, accessible football game, while still offering the depth of modes and presentation synonymous with the *EA SPORTS FIFA* franchise. Players can compete with their favorite stars, leagues and clubs in an unrivaled authentic football experience. Featuring new, platform exclusive ways to play like Attack Mode, daily events based on stories and matches happening around the globe, and an innovative approach to squad building, *FIFA Mobile* delivers a fresh approach to football on mobile.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20161011006606/en/>



Watch the *FIFA Mobile* trailer [here](#).

Download *FIFA Mobile* [here](#).

"When developing *FIFA Mobile*, we focused on giving players the most exciting parts of football in quick and fun bursts while prioritizing gameplay and engaging, new ways to play *FIFA* on-the-go," said Todd Batty, Senior Producer. "This meant building a game that was optimized for the mobile player resulting in a fun and social game that loads quickly, runs smoothly on a wider range of devices, and has a small download size relative to the depth of features and content in the game."

A REIMAGINED FOOTBALL GAME FOR PLAYERS ON-THE-GO ARRIVES WITH EA SPORTS FIFA MOBILE (Graphic: Business Wire)

based mode with quick matches, players attempt to capitalize on as many attacking scenarios as possible, and then 'pass' the action to their opponent to do the same. Every goal scored earns in-game Fans which help players climb Divisions.

*FIFA Mobile* introduces [Leagues](#), where players can create a league with friends or join an existing league of up to 32 players from around the world to compete and climb leaderboards. Players can earn cooperative league achievements, compete for bragging rights in inter-league championships, and challenge other Leagues in Tournaments.

For mobile players interested in crafting squads, Plans is a system to remove unwanted items by assembling them to earn new or better ones in the form of in-game rewards. Plans encourages players to build a bigger and deeper club, while offering a simplified method to help unlock valuable items in the game.

Complementing all of the new ways to play are fully-hybrid, gesture and touch controls which give advanced players more strategic options, while keeping gameplay simple and fun for everyone.

*FIFA Mobile* operates as a [Live Service](#), delivering fresh, authentic daily content and challenges based on real world stories and matches. If it happens in the real world of football, players might experience it in *FIFA Mobile* via Live Events, new Plans, or by finding new content available in Packs.

[Attack Mode](#) is a new way to play *EA SPORTS FIFA* on mobile, and it's all about scoring goals. In this action-packed, turn-

*FIFA Mobile* supports a wide range of devices, is playable in 19 different languages, and has an install size under 100 MB - big enough to host more than 30 leagues, 16,000 footballers, and 650 clubs.

For more information on *FIFA Mobile*, visit [Twitter](#), [Facebook](#), or <https://www.easports.com/fifa/fifa-mobile>.

\*LAUNCH EXCLUDES CHINA

\*\*NETWORK FEES MAY APPLY. IN-APP PURCHASES AVAILABLE.

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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