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Tom Brady Named EA SPORTS Madden NFL 18 Cover Athlete

Football's Most-Decorated QB Headlines the Greatest Madden NFL of All Time

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) revealed New England Patriots quarterback and five-time Super Bowl Champion Tom Brady will grace the cover of *EA SPORTS Madden NFL 18* when it launches worldwide on Friday, August 25. This year's game will be powered by Frostbite, one of the industry's world-class game engines, creating a [Madden NFL experience like you've never seen before](#). Frostbite delivers a significant visual leap not only to the players, but crowds, stadiums and more. Such a special game truly deserves an equally-special cover athlete.

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

<http://www.businesswire.com/news/home/20170512005132/en/>



Tom Brady Named EA SPORTS Madden NFL 18 Cover Athlete
(Photo: Business Wire)

The *Madden NFL* cover was one of the few career accolades that had previously eluded Brady, and now he adds the honor alongside his multiple NFL championships, MVP awards, Pro Bowl appearances and more. This also marks the first time in *Madden NFL* history that teammates have graced the cover in back-to-back years, after last year's game featured Patriots tight end Rob Gronkowski.

"The *Madden NFL 18* cover is a great honor for me," said Brady. "Especially since I have been playing the game since growing up next to EA headquarters in the Bay Area. I'm not one to believe in curses, so I'm ready to take the challenge head on like always! It doesn't stand a chance!!!"

Those eager to hear more about *Madden NFL 18* won't have to wait long, as new details about the game, including a brand-new mode, are set to debut at [EA PLAY](#) on June 10. Fans can expect to see big things in this year's title, including new ways to play, and some of the greatest innovation in a generation.

In addition to the cover news, EA also announced pre-order offers for two distinct editions of *Madden NFL 18*. Fans who pre-order the standard edition will receive numerous benefits*, including the choice of an Elite player from their favorite NFL team for use in *Madden NFL 18* Ultimate Team, as well as five Squad Packs, redeemable at launch. In celebration of the Greatest of All Time, those looking for even more can opt for the G.O.A.T. Edition, which gets them not only what's in the standard edition, but also one of five G.O.A.T. players of their choice for *Madden NFL 18* Ultimate Team, and more.

Fans can also play the finished game before launch day: G.O.A.T. Edition owners get three-day early access, letting them start their season on Tuesday, August 22, while [EA Access](#) members can play for up to 10 hours starting Thursday, August 17 with the EA Access Play First Trial.**

This weekend also marks the finals of the [Madden Championship](#), the culmination of the first year of *Madden NFL*'s competitive gaming series. The top-ranked competitors of the series are all vying for their share of the \$500,000 prize pool,

and the right to be named the *Madden NFL* Champion. The 2017 Madden Championship airs live on NFL Network, [Twitch](#), [Facebook](#) and [YouTube](#) this Sunday, May 14 at 9:00pm ET, with a re-air on NFL Network the same night at 12:00am ET. Fans can also get full coverage from the weekend on the [Madden NFL website](#).

Madden NFL 18 is developed in Orlando, Florida by EA Tiburon and will be available worldwide on August 25 for Xbox One and PlayStation®4.

[EA Access](#) members receive a 10 percent discount** when they purchase a digital version of the *Madden NFL 18* on Xbox Live.

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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.

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 2017, EA posted GAAP net revenue of \$4.8 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™*, *Star Wars™ Battlefront™*, *Need for Speed™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at www.ea.com/news.

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