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## Alex Hunter Impresses With More Than 124 Million Matches Played and 164 Million Goals Scored in the First Month of The Journey in FIFA 17

*The All-New Cinematic Story Mode Has Been Played in More Than 180 Countries and Soon Adds Five New Languages*

*Fans Can Now Qualify for The EA SPORTS FIFA 17 Ultimate Team Championship Series*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) announced *EA SPORTS™ FIFA 17 The Journey* was played at a rate of more than 178,000 matches per hour from September 24, 2016 to October 24, 2016 on Xbox One, PlayStation 4 and PC\*. That equates to 124 million matches in that month, with Alex Hunter scoring more than 164 million goals over the course of those matches by players in more than 180 countries. Currently available in English with subtitles in several languages, *The Journey* will be able to be played in French, German, Italian, Spanish, and Mexican Spanish this fall via a title update\*\*.

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

<http://www.businesswire.com/news/home/20161102005629/en/>



See more about the story of *The Journey* in *FIFA 17* in this [infographic](#).

*The Journey* inspires fans to live their story on and off the pitch as Alex Hunter, the Premier League's next rising star. Alex's story is impacted by performance in matches and decisions made by fans off of the pitch, like selecting which of the twenty Premier League clubs Alex signs with to begin his professional career. With a record 20 League titles, Manchester United has been the fan-favorite with 18% of players selecting the Red Devils. Liverpool FC (11%), Leicester City Football Club (11%), Arsenal (10%), and West Ham United (8%) round out the top five. No matter the club, there's been no shortage of silverware for Alex Hunter, with fans winning more than 560,000 Premier League titles and more than 1 million FA Cup titles.

"It's absolutely incredible to see the number of people engaging with *The Journey*," said Adetomiwa Edun, the lead actor who plays Alex Hunter and was on location filming today at EA Vancouver. "The social media response has been phenomenal - to have fans shouting out for Alex during big football matches has been surreal - I can't wait to see where Alex's journey leads next."

Alex Hunter Impresses With More Than 124 Million Matches Played and 164 Million Goals Scored in the First Month of The Journey in FIFA 17 (Photo: Business Wire)

*The Journey* helped to engage 20% more players in *FIFA 17* in its first week than *FIFA 16* did in the same timeframe last year, and other modes are also seeing high engagement. More than 366 million matches have been played in *FIFA 17 Ultimate Team™* across all platforms combined, with fans experiencing new events like *FUT Ones to Watch* and new competitive ways to play like *FUT Champions\**. November marks the first month fans will be eligible to qualify for EA

*SPORTS FIFA 17 Ultimate Team Championship Series*\*\*\*, part of a full season of competitive gaming within *FIFA 17*. For more information on the *EA SPORTS™ FIFA 17 Ultimate Team™ Championship Series* click [here](#).

*EA SPORTS FIFA 17* is now available on Xbox One, PlayStation®4, PC, Xbox 360, and PlayStation®3\*. Fans can learn more about [new gameplay features of FIFA 17](#) by visiting the website, and becoming an *EA SPORTS FIFA* Insider. Fans can also join the *EA SPORTS FIFA* community on [Facebook](#), [Twitter](#) and [Instagram](#). The game is rated E for Everyone by the ESRB.

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

\*\*Internet connection required.

\*\*\*Qualification for the *EA SPORTS FIFA 17 Ultimate Team Championship Series* 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. See [OFFICIAL RULES](#) for full details at <http://fut Champions.com>.

*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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