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Electronic Arts and NFL Launch the First Madden NFL Club Championship

First U.S. Professional Sports League to Commit All Teams to Competitive Gaming and Esports; Players Will Compete to Represent their Favorite NFL Teams

REDWOOD CITY, Calif. & NEW YORK--(BUSINESS WIRE)-- Today, [Electronic Arts Inc.](#) (NASDAQ: EA) and the National Football League (NFL) announced the launch of the *Madden NFL Club Championship*, a landmark competitive gaming and esports event within the *Madden NFL Championship Series* (MCS) involving all 32 NFL Clubs. With involvement from every club across the League, this is the largest competitive gaming commitment ever by a U.S. professional sports league, and competition begins in less than 24 hours with the launch of *EA SPORTS Madden NFL 18 G.O.A.T Edition* for Xbox One, the all in one videogame and entertainment system from Microsoft, and the PlayStation®4 computer entertainment system on August 22nd. Players can sign up today to compete at www.NFL.com/Madden.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170821005401/en/>



[Millions can compete in pursuit of winning the Madden NFL Club Championship for their favorite NFL team.](#) Players will qualify first through online competition with high-performers advancing to tournaments at select NFL stadiums, popular cultural landmarks and more. Once the final 32 players are identified, one per NFL team, they will compete in the *Madden NFL Club Championship Live Finals*, a tournament occurring first at the Pro Bowl Experience in Orlando, FL and culminating at the Super Bowl Experience Driven by GMC in Minneapolis, MN with the winner receiving a cash prize and two tickets to Super Bowl LII.

"Our first season of *Madden NFL* competitions was a great success, engaging millions of players and igniting the passion of NFL fans worldwide," said EA's

ELECTRONIC ARTS AND NFL LAUNCH THE FIRST MADDEN NFL CLUB CHAMPIONSHIP (Graphic: Business Wire)

Chief Executive Officer Andrew Wilson. "Now we're taking competitive gaming and our NFL partnership to an unprecedented level, with *Madden NFL* players competing to represent all 32 NFL teams. The *Madden NFL Club Championship* is the opportunity sports fans have been waiting for, to live their dreams and compete for their favorite team on a global stage."

"Competitive gaming and esports are one of the most exciting ways to engage a larger, younger and digitally savvy NFL audience," said NFL Commissioner, Roger Goodell. "Collaborating with EA to create the *Madden NFL Club Championship* presents a unique opportunity to capture the excitement of NFL action and the passion of our fans with competition that anyone can participate in."

The *Madden NFL Club Championship* is one of three currently announced *Madden NFL Championship Series EA Majors*, the other two are the *Madden NFL Classic* on October 20-21 and the *Madden NFL Challenge* on December 15-16. EA Majors are the pinnacles of the *Madden NFL Championship Series* with only the top players qualifying. The *Madden NFL Championship Series* purse is \$1.15 million for the season.

All players can compete in the *Madden NFL Championship Series* and for a chance to qualify to compete in an EA Major through many means. These competitive formats include online matchmaking now incorporating the heavily engaging *Madden NFL Ultimate Team Champions* (MUT Champions) experience, grass-roots tournaments known as Challenger

Events and mid-level Premier Events.

EA has the mission to make stars of all our players by making competitive gaming accessible to all. Quickly becoming a leading entertainment brand in competitive gaming, with top-selling videogame franchises *Madden NFL football*, *EA SPORTS FIFA* and *Battlefield 1*, award-winning interactive technology and cross-platform digital experiences, EA's competitive experiences ignite the passion of millions of players and spectators through competition around the world.

For more details on the entire *Madden NFL* Championship Series ecosystem, as well as details on the new *Madden NFL* Ultimate Team Champions (MUT Champions) experience, please visit www.maddenchampionship.com.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers. 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 brands such as *Madden NFL*, *The Sims*™, *EA SPORTS*™ *FIFA*, *Battlefield*™, *Need for Speed*™, *Dragon Age*™ and *Plants vs. Zombies*™. More information about EA is available at www.ea.com/news.

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