



August 25, 2017

EA SPORTS Madden NFL 18 Delivers Madden Like Players Have Never Seen Before

Longshot Story Mode and Frostbite Debut Mark a Year of Firsts for the Franchise

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today Electronic Arts Inc. (NASDAQ: EA) launched *EA SPORTS Madden NFL 18*, providing fans a deeper *Madden NFL* experience than any previous edition of the storied franchise. *Madden NFL 18* touts a long list of new enhancements including its debut on the celebrated Frostbite™ gaming engine, and features such as the first-ever story mode "Longshot™" and exciting new ways to team up and play with friends in MUT Squads. This year's title truly has something for everyone.

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It's fitting that five-time Super Bowl Champion and widely considered "G.O.A.T." Tom Brady serves as the cover star of both the G.O.A.T. Edition of *Madden NFL 18*, released earlier this week and the standard edition, launching today. The game has stacked up rave reviews and praise from fans and the gaming community, with *Sports Illustrated* hailing *Madden NFL 18* as "The best in a generation," and *GameSpot* calling it "A terrific football game."

Fans new to the *Madden NFL* franchise, as well as those who enjoy a movie-like story, can check out "Longshot," the franchise's first-ever campaign mode. Longshot takes players through an emotional, immersive and cinematic gameplay experience where

Madden NFL 18 (Graphic: Business Wire)

players will determine the fate of Devin Wade, a forgotten NFL prospect, on his journey to the Draft—on and off the field. The brand-new mode features branching dialogue, high school and 7v7 football play, and new gameplay mechanics. It also features recognizable, big name Hollywood talent like Oscar® award winner, Mahershala Ali, and Friday Night Lights star, Scott Porter. *IGN* calls Longshot "Fantastic," while also commenting that it "Has me glued to my TV."

"With *Madden NFL 18*, old fans, new fans and casual fans alike will all find something that appeals to them in this year's edition of the game," said *Madden NFL 18* Executive Producer, Seann Graddy. "Every year we try to push *Madden NFL* further than we did the year before and this year with Tom Brady on the cover who has embodied the Longshot story in his career, Frostbite, MUT Squads, new gameplay mechanics and more, we're giving fans the greatest NFL gaming experience ever."

With the transition to Frostbite, EA's proprietary gaming engine, *Madden NFL 18* delivers the most photorealistic visuals in *Madden NFL* to date. From stunning cityscape views, stadium exteriors, player details, lighting and exciting player run-outs, players will feel like they're in a real NFL broadcast every time they play.

Fans looking for a competitive team experience will enjoy MUT Squads, which brings online teamplay to *Madden NFL 18* via *Madden Ultimate Team™*. Players can combine rosters to create the best lineups of current NFL stars and legends, choose their role and team with up to two other players to conquer the gridiron. In addition, new gameplay mechanics bring a richer on-field experience with more accessibility and added control, making it fun to play any position.

Additional new features include Play Now Live, where players can play the best real-world NFL matchups throughout the

season and continue their season in Franchise mode with updated rosters and records. *Madden NFL 18* also features three new game styles; Arcade, Simulation, and Competitive. Game styles lets players decide their gameplay experience and customize the game just the way they like.

Those who like to play on the go can get their football fix as well with *EA SPORTS Madden NFL Mobile*, which recently launched its fourth season. *Madden NFL Mobile* features its biggest update ever, including competitive tournaments, player leveling, enhanced visuals, and its first-ever story mode. *Madden NFL Mobile* is free-to-download* and is available on the [App Store](#) and [Google Play](#).

Madden NFL 18 is developed in Orlando, Florida by EA Tiburon and is available now for Xbox One and PlayStation®4 *EA SPORTS Madden NFL Mobile* is free-to-download* and is available for download on the [App Store](#) and [Google Play](#).

To learn more about *Madden NFL 18*, visit <http://www.easports.com/madden-nfl>.

EA Access members receive a 10 percent discount when they purchase a digital version of the *Madden NFL 18* 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 <http://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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