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## EA SPORTS Celebrates the Start of a New Season With All New Gameplay Trailer Featuring Clubs From Across Europe

*Squad Building Challenges and FUT Champions Offer New Ways to Play While Dynamic Live Service Promises to Deliver the Biggest Season Yet in FIFA Ultimate Team*

*New Competitive Gaming Platform Offers Fans the Opportunity to Compete for Their Share of a \$1.3 Million Prize Pool*

*Pro Clubs and Career Mode Add Innovation and Depth with New Features*

*FIFA Mobile Announces Launch Coming This Fall*

COLOGNE, Germany--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ: EA) today released an all-new gameplay [trailer](#) showcasing many of the new kits, transfers, celebrations, skill moves, newly-modeled players, and innovative gameplay features in *EA SPORTS™ FIFA 17*, powered by [Frostbite™](#) on Xbox One, PlayStation 4, and PC. Celebrating the real-world return of several licensed football leagues from *FIFA 17*, the trailer, captured in-game, highlights true-to-life action powered by the industry-leading new game engine, putting fans in control of every moment on the pitch when it launches on September 27<sup>th</sup> in North America and September 29<sup>th</sup> worldwide.

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

<http://www.businesswire.com/news/home/20160816006021/en/>



Watch *Football, Powered by Frostbite:* [here.](#)

See Gameplay Features: [here.](#)

"This is a revolutionary season for *EA SPORTS FIFA*," said David Rutter, Electronic Arts GM and Executive Producer. "In June we revealed a new game engine, a deep set of gameplay features and mechanics, and the introduction of an immersive, narrative-driven mode in *FIFA 17 The Journey*. The response from fans was amazing, and now to announce what will be the biggest season yet in *FIFA Ultimate Team* and introduce innovation in the most popular modes across the game - we can't wait for people to play."

EA Sports Celebrates the Start of a New Season With All New Gameplay Trailer Featuring Clubs From Across Europe (Graphic: Business Wire)

to play within the franchise's most popular mode with *Squad Building Challenges* and *FUT Champions*. *Squad Building Challenges* gives fans the opportunity to test their management skills on console or in the *FUT 17* companion app, and earn in-game rewards by fulfilling squad requirements with players from their Club. Once the requirements are met, fans can exchange squads in each challenge to redeem rewards. *FUT Champions\** is a new way for all fans to compete in daily knockout tournaments for in-game rewards and the chance to play in the Weekend League. Once fans make the Weekend League, they will compete to win matches and rank up for rewards. Each Weekend League performance counts, as combined wins help fans rank up the Monthly Leaderboard for the chance to earn the biggest in-game rewards in FUT. Reaching the top spots on the Leaderboard could result in an opportunity to compete in the *EA SPORTS FIFA 17 Ultimate Team Championship Series\*\** - part of a new competitive gaming platform in *FIFA 17* which gives eligible fans a chance to compete\*\*\* at the highest level and their share of a \$1.3 million USD prize pool.

Part of the biggest season yet in *Ultimate Team™*, *FIFA 17* introduces two new ways

"The popularity of *Ultimate Team*, combined with the global nature of the most popular sports franchise on the planet, makes *FIFA 17* a very exciting title for a season of competitive gaming like the one we are announcing today," said Peter Moore, Chief Competition Officer, Electronic Arts. "From qualifying via *FUT Champions* to competing in the *Ultimate Team* Championship Series and *FIFA Interactive World Cup*, we want all players to experience the thrill of competition, and we have a great season ahead for all our fans."

*FIFA Ultimate Team* Dynamic Live Service means fans can expect compelling content throughout the season, like fresh new kits and items, chances for big in-game rewards, and more reasons to play than ever before. That starts just after launch with Ones to Watch - a new event in *FUT 17* featuring some of this summer's most notable transfers as season-long, dynamic items. Attributes of Ones to Watch player items increase if the real-world player is named to the Team of the Week, so FUT fans will want to find players who they expect to make an impact at their new club. More on *FIFA Ultimate Team*: [here](#).

"We know fans of *Ultimate Team* want more ways to play, more items, more content, and exciting events that deliver big in-game rewards," said Nick Wlodyka, Electronic Arts' Senior Producer of *FIFA Ultimate Team*. "We are excited to show fans some of the new content, kits, and events in plan that will make this season the biggest yet."

Career Mode\* ups its authenticity by innovating on the Financial System to reflect the structure of teams around the world by including your Club Worth, and a detailed breakdown of income and expenses. The stakes are higher in *FIFA 17* Career Mode because fans are now expected to meet objectives of their board in Total Club Management, a system based on the team's personality which sets expectations in five categories: Domestic Success, Continental Success, Brand Exposure, Financial, Youth Development. More on Career Mode: [here](#).

Pro Clubs\* introduces a new Player Growth System which delivers a comprehensive new way to develop your player by rewarding teamwork and co-operation based on your match rating. The mode also brings a new level of customization to fans' Clubs with 24 kit and crest templates that fans can design into their own identity. More on Pro Clubs: [here](#).

### ***FIFA Mobile***

Launching this Fall on iOS, Android, and Windows 10, *FIFA Mobile* is an all-new football experience built with features for players who love playing on-the-go and interacting with other fans. Features like Attack Mode give fans quick and exciting turn-based matches focused on attacking chances one half per turn. Leagues allow fans to join people around the world to compete in inter-league championships, earn cooperative achievements, or compete against other leagues online. More on *FIFA Mobile*: [here](#).

For *FIFA 17* assets visit: [info.ea.com](http://info.ea.com).

Fans who pre-order *FIFA 17* Super Deluxe Edition can get up to 40 *FIFA Ultimate Team* Jumbo Premium Gold Packs, Team of the Week loan players, and other FUT content. Click [here](#) to read about all our available pre-order offers.

EA Access\*\*\*\* members on Xbox One and Origin Access\*\*\*\* members on PC can try *FIFA 17* before it's released with a Play First Trial starting September 22<sup>nd</sup>. EA Access members receive a 10 percent discount when they purchase a digital version of the game on Xbox Live, and Origin Access members get a 10 percent discount when they purchase the game through Origin.

*FIFA 17* is developed by EA Vancouver and EA Romania and will be available in North America on September 27<sup>th</sup> and worldwide on September 29<sup>th</sup> on [Origin™ for PC](#), Xbox One the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Xbox 360® games and entertainment system and PlayStation®3 entertainment system.

\*FROSTBITE GAME ENGINE TECHNOLOGY, PRO CLUBS, THE JOURNEY, FUT CHAMPIONS, AND SOME FEATURES IN CAREER MODE, ARE AVAILABLE ON XBOX ONE, PLAYSTATION 4 AND PC PLATFORM VERSIONS ONLY.

\*\*QUALIFICATION FOR THE EA SPORTS1 FIFA 17 ULTIMATE TEAM1 CHAMPIONSHIP SERIES AND THE FIFA INTERACTIVE WORLD CUP 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.

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Join the EA SPORTS FIFA community at [Facebook](#) and on [Instagram](#). Follow us on Twitter [@easportsfifa](#) and use the hashtag #FIFA17. The game is rated E for Everyone by the ESRB.

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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