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Electronic Arts Teams Up With Nomadic Entertainment Group for EA SPORTS Bowl

Imagine Dragons Headline the Weekend's Best Party; Machine Gun Kelly and Mura Masa to Open the Show

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today Electronic Arts Inc. (NASDAQ: EA) and Nomadic Entertainment Group revealed that Imagine Dragons will headline EA SPORTS Bowl on Thursday, February 1 at NOMADIC LIVE! at the Minneapolis Armory. Also, Machine Gun Kelly and Mura Masa are the opening acts for the band Thursday night. EA SPORTS Bowl has long served as the unofficial kickoff to the biggest weekend in the NFL season, and this year EA has partnered with Nomadic Entertainment once again to bring one of the world's hottest acts to the stage. Tickets go on sale Friday, Dec. 15 at Ticketmaster.com.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171213005918/en/>

"EA SPORTS Bowl has always been one of the hottest tickets in town, and we're keeping that going this year with Imagine Dragons," said Randy Chase, Senior Director of Marketing at EA SPORTS. "That's not all though, as fans can also expect to see additional performances by Machine Gun Kelly and Mura Masa, and there will also be numerous athletes and celebrities in attendance."

"We're excited to bring back EA SPORTS Bowl to kick off what will be the epicenter of world-class entertainment for three nights in Minneapolis during Super Week," said Jack Murphy, Nomadic Entertainment President. "Imagine Dragons will deliver a thundering performance at NOMADIC LIVE! for 30,000+ guests who will get to be a part of one of the hottest tickets in town during one of the biggest sporting events in the world."

NOMADIC LIVE! at the Minneapolis Armory will serve as the epicenter of entertainment in downtown Minneapolis leading up to professional football's Championship Game. President Jack Murphy's vision for NOMADIC LIVE! will be a 300,000 square-foot, multi-tiered nightclub offering a VIP experience for sponsors and guests and featuring three nights of the biggest performing acts in the world and THE hottest place leading up to the big game. With its tiered mezzanine and two levels of parking, NOMADIC LIVE! at The Armory will host approximately 35,000 guests during Super Week with a premium nightlife experience, while providing a private and unique white-glove marquee for celebrities and VIP ticket holders.

The EA SPORTS brand is one of the leading sports entertainment brands in the world, with top-selling video game 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 video games, including *Madden NFL football*, *EA SPORTS FIFA*, *NHL® hockey*, *NBA LIVE basketball*, *Rory McIlroy PGA TOUR® golf* 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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About Nomadic Entertainment Group

With brands and consumers demanding more personalized and premium experiences at marquee events, Nomadic Entertainment Group was formed to deliver live entertainment and high-end hospitality at the world's largest sports and entertainment occasions. The company's vision comes from Jack Murphy, who for nearly three decades has produced and executed the biggest and most lasting premium entertainment extravaganzas including last year's mega-successful Club NOMADIC in Houston.

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