



February 2, 2018

Step Back Into the Octagon With EA SPORTS UFC 3

All New G.O.A.T. Career Mode, Combined with Real Player Motion Tech Delivers the Most Realistic MMA Game Ever Created

Watch the Worldwide Launch Trailer [Here](#)

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today launched *EA SPORTS UFC 3*, bringing the thrill of mixed martial arts back to consoles with new gameplay features and animations, new social modes to challenge friends, and a new G.O.A.T. Career mode that delivers excitement both inside and outside of UFC's world-famous Octagon®. UPROXX calls *EA SPORTS UFC 3* "Intense fun," and Bleacher Reports states it "Plays like a dream."

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20180202005064/en/>



"EA SPORTS UFC 3 is the most realistic mixed martial arts game ever made," UFC President Dana White said. "The new G.O.A.T. Career Mode gives you the opportunity to go from contender to champion by promoting your brand and performing inside the Octagon. This game has it all."

"We've completely reinvented our striking game with Real Player Motion Tech, and we think fans are really going to love it," said EA SPORTS UFC 3 Creative Director, Brian Hayes. "We've also incorporated a lot of fan feedback in the new G.O.A.T. Career mode, and throughout the whole game. It's great to be back after two years working on this amazing game."

Step Back Into the Octagon With EA SPORTS UFC 3 (Graphic: Business Wire)

[Real Player Motion \(RPM\) Tech](#) is a revolutionary new EA SPORTS animation technology that sets a new bar for motion and responsiveness in the best-looking - and now the best-feeling - EA SPORTS UFC game ever. With over 5,000 new animations captured and rebuilt from the ground up, players can now move, strike, and create seamless combinations in-game with the world's best mixed martial arts athletes.

EA SPORTS UFC 3 also introduces the new [G.O.A.T. Career Mode](#) where - for the first time - the choices made throughout your career impact your path to greatness. Outside of fights, players will make promotional choices to build hype, gain fans, earn more cash through big contracts and capture the world's attention.

Building on the fan-favorite Knockout Mode introduced in EA SPORTS UFC 2, EA SPORTS UFC 3 delivers a new suite of multiplayer modes designed for fast, fun fights that are perfect for letting fists fly when playing against friends, now with [commentary from the one and only Snoop Dogg](#). Those looking for a quick social experience can jump into Stand & Bang mode, Submission Showdown mode, and the all-new Tournament mode, which offers ultimate bragging rights as players attempt to take on as many opponents as possible in bracket-style elimination rounds with continuous damage and fatigue.

EA SPORTS UFC 3 is available now for Xbox One and PlayStation®4. To learn more about EA SPORTS UFC 3 visit <https://www.ea.com/games/ufc/ufc-3>.

EA Access members receive a 10 percent discount when they purchase a digital version of *EA SPORTS UFC 3* on Xbox Live.*

For more information about EA SPORTS games, including news, video, blogs, forums and game apps, please visit <https://www.ea.com/games/ufc/ufc-3> 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.

EA SPORTS, The Sims, Dragon Age, Plants vs. Zombies, Need for Speed and Battlefield are trademarks of Electronic Arts Inc. and its subsidiaries. John Madden, NFL, NHL, NBA, PGA TOUR, UFC, FIFA and Star Wars are the property of their respective owners and used with permission.

Xbox and Xbox One are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

About UFC®

UFC® is a premium global sports brand and the largest Pay-Per-View event provider in the world. Celebrating its 25th Anniversary in 2018, UFC boasts more than 278 million fans worldwide and has produced over 400 events in 21 countries since its inception in 1993. Acquired in 2016 by global sports, entertainment and fashion leader Endeavor (formerly WME | IMG), together with strategic partners Silver Lake Partners and KKR, UFC is headquartered in Las Vegas with a network of employees around the world. UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe, while programming is broadcast in over 163 countries and territories to more than 1.1 billion TV households worldwide in 35 different languages. UFC FIGHT PASS®, a digital subscription service, delivers exclusive live events, thousands of fights on-demand and original content to fans around the world. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, Twitter, Snapchat and Instagram: @UFC.

*CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY. SEE EA.COM/EAACCESS/TERMS AND EA.COM/EAACCESS FOR DETAILS.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180202005064/en/>

Electronic Arts Inc.
Jino Talens, 650-628-9111
Sr PR Manager
jtalens@ea.com
or
Brad Hilderbrand, 407-386-4246
Senior Publicist
bhilderbrand@ea.com
or
UFC PR
Brian Smith, 702-956-6566
bsmith@ufc.com

Source: Electronic Arts Inc.

News Provided by Acquire Media