



June 5, 2017

Cristiano Ronaldo Named Global Cover Star for EA SPORTS FIFA 18

FIFA 18 Launches September 2017 Fueled by the Motion Capture of Ronaldo

Reigning FIFA Men's Best Player and Back-to-Back European Champion Named Global Ambassador for the First Time in EA SPORTS FIFA Franchise History

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today, [Electronic Arts Inc.](#) (NASDAQ:EA) announced **Cristiano Ronaldo** of **Real Madrid C.F.** as the global cover star of *EA SPORTS™ FIFA 18*, launching worldwide September 29, 2017 on PlayStation®4, Xbox One, PC, Nintendo Switch™, PlayStation®3, and Xbox 360™ systems.

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

<http://www.businesswire.com/news/home/20170605005427/en/>



Cristiano Ronaldo Named Global Cover Star for EA SPORTS FIFA 18 (Photo: Business Wire)

all-time top goal-scorer. He has also won the coveted Ballon d'OR and the Golden Boot, among a multitude of other accolades.

Those who pre-order the Ronaldo Edition** of *FIFA 18* on the PlayStation 4, Xbox One or PC will receive three-day early access, up to \$60 worth of additional content**, including 20 jumbo premium gold packs (1 per week for 20 consecutive weeks), eight special edition FIFA Ultimate Team™ kits designed by artists on the *FIFA 18* soundtrack and a Cristiano

See Ronaldo in the [FIFA 18 Reveal Trailer](#).

To deliver innovation in *FIFA 18*, Cristiano Ronaldo's data was recently recorded during a training session at a mobile EA Capture studio in Madrid. Data capture of Ronaldo's acceleration, run cadence, skills, and shooting technique were all recorded to bring veracity to his likeness and personality in *FIFA 18*. His data also informed important gameplay elements including fluidity, player responsiveness and explosiveness. Fans can learn how Ronaldo fueled *FIFA 18* by tuning into [EA PLAY](#) on June 10 at 12:00pm PT on [EA.com](#).

"The world's best player has helped fuel the biggest leap forward on the pitch that we've ever delivered," said Aaron McHardy, Senior Producer for *EA SPORTS FIFA*. "We are extremely excited to partner with Cristiano - working with him we learned a lot about his unique play style and what makes him so special. His passion, energy and global fanbase make him the perfect ambassador for *FIFA 18*."

"It is a real pleasure to be on the cover of *FIFA 18*," said Cristiano Ronaldo. "It's a great feeling and I am grateful to have been chosen."

A forward for both Real Madrid C.F. and the Portugal national team, Ronaldo is frequently ranked the best player in the world and is widely regarded as one of the greatest players of all time. Ronaldo was named FIFA Men's Player of the Year in 2016, and recently scored his 100th goal in European competition, the first player ever to do so. He is Portugal's most-capped player, with 138 appearances for the national team, as well as Portugal's

Ronaldo loan player for five FUT matches.

FIFA 18 fans can get their hands on the full game before launch day, with Ronaldo Edition and ICON Edition** owners getting three-day early access, letting them start playing on Tuesday, September 26, while [EA Access](#) and [Origin Access](#) members can enjoy up to 10 hours of play time starting Thursday, September 21 as part of the EA Access and [Origin Access](#) Play First Trial.***

Fans eager to learn more about *FIFA 18* won't have long to wait, as new details about the game will be announced at [EA PLAY](#) on June 10. Those in the Los Angeles area can also join us in Hollywood to get their first hands-on with *FIFA 18* at the [EA PLAY FanFest](#).

Join the *EA SPORTS FIFA* community at [Facebook](#) and on [Instagram](#). Follow us on Twitter [@easportsfifa](#) and use the hashtag #FIFA18.

FIFA 18 is developed by EA Vancouver and EA Romania and will be available worldwide on September 29 for, PlayStation 4, Xbox One, PC, Nintendo Switch, PlayStation 3 and Xbox 360 systems*.

[EA Access](#) and [Origin Access](#) members receive a 10 percent discount** when they purchase a digital version of *FIFA 18* on Xbox Live and Origin.

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 [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™*, *Need for Speed™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at [www.ea.com/news](#).

Ultimate Team, EA SPORTS, Battlefield, The Sims, Need for Speed, Dragon Age, and Plants vs. Zombies are trademarks of Electronic Arts Inc. John Madden, NFL and FIFA are the property of their respective owners and used with permission.

Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Nintendo Switch is a trademark of Nintendo.

* Not all features available on all platforms. Release date subject to change.

** Conditions and restrictions apply. See <https://www.easports.com/fifa/fifa-18-game-and-offer-disclaimers> for details.

***CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY.

SEE [EA.COM/EAAACCESS/TERMS](#) AND [ORIGIN.COM/STORE/ORIGIN-ACCESS/TERMS](#) FOR DETAILS.

View source version on [businesswire.com](#): <http://www.businesswire.com/news/home/20170605005427/en/>

Electronic Arts Inc.
Jino Talens, 650-628-9111
PR Manager
italens@ea.com
or
Brad Hilderbrand, 407-386-4246

Senior Publicist
bhilderbrand@ea.com

Source: Electronic Arts Inc.

News Provided by Acquire Media