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## EA SPORTS FIFA 17 Introduces The Journey

*Powered by Frostbite, FIFA 17 Unveils an All-New Cinematic-Narrative Experience and Complete Innovation in Gameplay*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) today introduced [EA SPORTS™ FIFA 17 The Journey](#), an all-new game mode powered by Frostbite™\*. Immersed in *The Journey*, fans will live their story on and off the pitch as Premier League prospect, Alex Hunter who is looking to make his mark. Fans will visit new football worlds, meet new characters full of depth, and navigate emotional highs and lows of their unique story arc through decisions off the pitch, their performance on it, and character interactions throughout the 2016/17 season while playing for any of the 20 Premier League clubs. From a paternal lineage of pro footballers, Alex Hunter starts building his personal legacy in *FIFA 17* on Xbox One, PlayStation 4, and PC when it launches on September 27 in North America and September 29 worldwide.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20160612005060/en/>



Watch *The Journey* trailer: [here](#).

Learn more about *The Journey* and Alex Hunter: [here](#).

"We're embracing the power of the Frostbite engine to bring a new immersive experience to the franchise and give fans the chance to live their football story through the life of a professional footballer," said Nick Channon, Senior Producer. "*The Journey* delivers that with authenticity, character interactions, and your performance on the pitch which will dictate your story."

Complete innovation in gameplay transforms the way players think and move, physically interact with opponents, and

EA SPORTS FIFA 17 INTRODUCES THE JOURNEY (Graphic: Business Wire)

execute in attack, putting fans in control of every moment on the pitch. Thousands of new animations and a focus on technology enable *FIFA 17* to deliver true-to-life action, balanced gameplay, and excitement in attack. Four pillars of gameplay combine to put complete control in fans' hands by introducing new game mechanics.

**Set Piece Rewrite** - New penalties, free kicks, corners, and throw-ins bring creativity and variety in every dead ball situation.

**Physical Play Overhaul** - U.S. Patent-Pending *Pushback Technology* changes the way players physically interact in every situation and introduces a new shielding system that gives fans more control when in possession or battling to win the ball.

**Active Intelligence System** - A brand new intelligence system gives players the ability to better define and classify space to make smarter decisions off the ball. Players will utilize several *New Run Types* like fake, direct, and stunted runs to stay even more active off the ball.

**New Attacking Techniques** - New options in attack give fans more ways to create chances and finish in front of goal. Send teammates in with a *Threaded Through Pass* and put exciting goals away with a *Driven Finish* or *Downward Header*.

Watch the Own Every Moment gameplay trailer: [here](#).

Learn more about *FIFA 17* gameplay features: [here](#).

"Fans want control; they want authenticity; and they want a balanced and exciting game that delivers moments where they jump out of their seat and make their friends watch the replay," said Aaron McHardy, Producer. "We took the opportunity of introducing a new engine to look at everything we could do to deliver those moments - we ended up identifying four big areas where we could introduce a level of control we were never able to achieve before."

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

*FIFA 17* is powered by Frostbite\*. One of the industry's leading game engines, Frostbite delivers authentic, true-to-life action, takes players to new football worlds, and introduces fans to characters full of depth and emotion. To learn more, go: [here](#).

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 play the game early with Play First Trials. Stay tuned for more information on access timing and availability.

*FIFA 17* is developed by EA Vancouver and will be available in North America on September 27 and worldwide on September 29 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 is available on Xbox One, PlayStation 4 and PC platform versions only.

\*\* CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY. SEE [EA.COM/EAACCESS/TERMS](http://EA.COM/EAACCESS/TERMS) AND <http://www.origin.com/store/origin-access> FOR DETAILS.

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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