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EA Sports UFC 3 Revealed With UFC® Lightweight Champion Conor McGregor as the Official Global Cover Athlete

Revolutionary New Gameplay Technology 'Real Player Motion Tech' Delivers the Most Fluid and Responsive Fighter Motion Ever.

See the [Official Gameplay Trailer Here](#).

NEW YORK--(BUSINESS WIRE)-- Today Electronic Arts Inc. (NASDAQ: EA) officially revealed *EA SPORTS™ UFC® 3* featuring UFC® lightweight champion Conor McGregor, the only UFC athlete to hold UFC titles in two weight classes simultaneously, as the game's official global cover athlete. *EA SPORTS UFC 3* introduces a new generation of fighting for fight fans powered by Real Player Motion (RPM) Tech, a revolutionary new gameplay animation technology that delivers the most fluid and responsive motion in *EA SPORTS UFC* history. A new *G.O.A.T. Career Mode* now means that players' choices outside UFC's world-famous Octagon® matter just as much as their performance inside it. This new mode allows you to strategically promote upcoming fights, create heated rivalries and more on the road to becoming the Greatest of All Time. *EA SPORTS UFC 3* will be available worldwide on February 2, 2018 for Xbox One and PlayStation®4.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171103005198/en/>

Click here to see the [Official UFC 3 Gameplay Trailer](#).

"Two belts, two covers - EA SPORTS got it right again," UFC lightweight champion Conor McGregor said. "It's an honor to be on the cover and I can't wait to play the game."

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. Every punch, kick, block, and counter has been recaptured and rebuilt on cutting-edge animation tech to look and feel life-like and responsive, delivering the most strategic, competitive fighting experience in franchise history.

"*UFC 3* and *RPM Tech* mark a new generation of gameplay in EA SPORTS games," said *EA SPORTS UFC 3* Creative Director, Brian Hayes. "The new animation technology has allowed us to take a massive leap forward in motion and responsiveness. The result is a complete overhaul to gameplay where every move is more strategic and looks more authentic and beautiful."

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. A new in-game social media system allows players to create heated rivalries with other UFC athletes, providing the freedom to take on any type of persona, between cool-headed contender or infamous trash-talker.

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. Those looking for a quick social experience can jump into Stand & Bang mode, Submission Showdown mode, or opt to customize their match with unlimited stamina or extra strike damage in Fight Now Custom. The all-new Tournament Mode 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 will be available worldwide on February 2 for Xbox One and PlayStation®4. [Pre-order the Champions](#)

Edition now and receive up to three days early access to the full game, the choice of one current or former UFC champion in *Ultimate Team* and 20 Premium Packs in *Ultimate Team**. Choose between former UFC middleweight champion Anderson Silva, former UFC welterweight champion Georges St-Pierre, UFC lightweight champion Conor McGregor, UFC flyweight champion Demetrious Johnson or UFC strawweight champion Joanna Jedrzejczyk. For full pre-order details and 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.

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About UFC®

UFC® is a premium global sports brand and the largest Pay-Per-View event provider in the world. Acquired in 2016 by global sports, entertainment and fashion leader, Endeavor, 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.

* THIS PRE-ORDER OFFER IS ISSUED TO YOU FOR PROMOTIONAL PURPOSES ONLY AND DOES NOT HAVE A CASH VALUE. PRE-ORDER OFFER EXPIRES ON FEBRUARY 2, 2018 AND IS ONLY AVAILABLE FOR NEW PURCHASES OF EA SPORTS UFC 3 ("PRODUCT"). PRE-ORDER OFFER CONTENT CONTAINS UP TO 3 DAYS EARLY ACCESS AND 5 PREMIUM PACKS ("PRE-ORDER PACKS"). PRODUCT CONTENT INCLUDES 1 "CHAMPION FIGHTER" ITEM, 500 UFC POINTS, AND 20 ADDITIONAL PREMIUM PACKS ("CE PACKS"). ALL ITEMS FOR USE WITH ONE EA ACCOUNT IN UFC ULTIMATE TEAM GAME MODE ("UUT") WITHIN THE PRODUCT. FOR RETAIL PREORDERS, SEE RETAILER FOR EARLY ACCESS DISTRIBUTION DETAILS AND PICK-UP TIME. FOR DIGITAL PREORDERS, PRODUCT WILL BE AVAILABLE TO DOWNLOAD ONCE EARLY ACCESS PERIOD BEGINS JANUARY 30, 2018. ACCESS TO CONTENT MAY REQUIRE REGISTRATION WITH A SINGLE-USE CODE. CONSULT YOUR RETAILER FOR DISTRIBUTION DETAILS. REDEEM YOUR CODE AND LOG INTO UUT TO CLAIM YOUR FIRST 2 CE PACKS, "CHAMPION FIGHTER" ITEM, 500 UFC POINTS, AND 5 PRE-ORDER PREMIUM PACKS. 2 SUBSEQUENT CE PACKS WILL BE RELEASED EACH FRIDAY. CE PACKS MUST BE CLAIMED BY MAY 11, 2018; FIRST 2 CE PACKS MUST BE CLAIMED BY MARCH 9, 2018 TO RECEIVE ALL 20 PACKS. UNCLAIMED CE PACKS EXPIRE ON MAY 12, 2018; 5 PRE-ORDER PACKS EXPIRE ON FEBRUARY 2, 2019. VALID WHEREVER PRODUCT IS SOLD. OFFER MAY NOT BE SUBSTITUTED, EXCHANGED, SOLD OR REDEEMED FOR CASH OR OTHER GOODS OR SERVICES. MAY NOT BE COMBINED WITH ANY OTHER PROMOTIONAL OR DISCOUNT OFFER, UNLESS EXPRESSLY AUTHORIZED BY EA; MAY NOT BE COMBINED WITH ANY PREPAID CARD REDEEMABLE FOR THE APPLICABLE CONTENT. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW. ACCEPTANCE OF THE EA USER AGREEMENT (WWW.EA.COM/LEGAL) AND PRIVACY AND COOKIE POLICY (PRIVACY.EA.COM) REQUIRED TO PLAY. YOU MUST BE 13+ AND HAVE AN INTERNET CONNECTION AND EA ACCOUNT TO ACCESS ONLINE FEATURES AND CHAMPION EDITION CONTENT. EA MAY PROVIDE CERTAIN INCREMENTAL CONTENT AND/OR UPDATES FOR NO ADDITIONAL CHARGE, IF AND WHEN AVAILABLE. SOFTWARE COLLECTS DATA FOR IN-GAME ADVERTISING.

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