

 XBOX 360.



**MADDEN**  **16**



**WARNING** Before playing this game, read the Xbox 360® console, Xbox 360 Kinect® Sensor, and accessory manuals for important safety and health information. [www.xbox.com/support](http://www.xbox.com/support).

### **Important Health Warning: Photosensitive Seizures**

A very small percentage of people may experience a seizure when exposed to certain visual images, including flashing lights or patterns that may appear in video games. Even people with no history of seizures or epilepsy may have an undiagnosed condition that can cause “photosensitive epileptic seizures” while watching video games. Symptoms can include light-headedness, altered vision, eye or face twitching, jerking or shaking of arms or legs, disorientation, confusion, momentary loss of awareness, and loss of consciousness or convulsions that can lead to injury from falling down or striking nearby objects. **Immediately stop playing and consult a doctor if you experience any of these symptoms.** Parents, watch for or ask children about these symptoms—children and teenagers are more likely to experience these seizures. The risk may be reduced by being farther from the screen; using a smaller screen; playing in a well-lit room, and not playing when drowsy or fatigued. If you or any relatives have a history of seizures or epilepsy, consult a doctor before playing.

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# WHAT'S NEW IN *MADDEN NFL 16*

*Madden NFL 16* brings you the most authentic simulated football experience to date. More than ever, this year emphasis has been put on catching and the mechanics behind it.

Enhancements have also been made to game modes such as Franchise and Madden Ultimate Team (MUT). These improvements, along with the all-new game mode Draft Champions, make *Madden NFL 16* the best offering to date.

## **BE THE PLAYMAKER**

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Be the playmaker in *Madden NFL 16* with all-new controls that allow you to dominate in the battle for air supremacy. New quarterback (QB) mechanics include body-relative throws as well as touch passes, so you have unprecedented depth and control while under pressure.

## **DRAFT CHAMPIONS**

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Draft Champions allows you to draft a team comprised of today's NFL stars and yesterday's Legends; the draft itself is 15 rounds. First, you will select a Coach, which provides their playbook and team style, and then select one of three players offered in each round. From there, they take their team to the field to compete in Solo or Head-to-Head games. The more you win, the greater the rewards.

## **FRANCHISE**

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Whether playing solo or online with friends, your quest to build an NFL dynasty comes complete with dynamic goals throughout each game. Develop players with Game Prep and build your team's confidence through performance and front office transactions. Balance keeping players' confidence up to increase abilities and build player XP.

## **MADDEN ULTIMATE TEAM (MUT)**

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Build your Madden Ultimate Team (MUT) with your favorite NFL players from the past and present while dominating the opposition in Head-to-Head Seasons, Solo Challenges, and more. Earn coins to buy packs through the Online Marketplace, where you can trade and auction off items on the road to building the Ultimate Team. Engage with the NFL year-round, thanks to live content and service updates in the fastest-growing mode in *Madden*.

## **GATORADE™ SKILLS TRAINER**

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New to Gatorade Skills Trainer are concepts that teach you gameplay skills, as well as strategy and football concepts. With nearly 50 tutorials and drills, you'll learn how to read zone defenses, when to hot route a receiver, and more! Once you've mastered the basics, enter the Gauntlet where your skills will be put to the ultimate test through intense challenges and boss battles.

# COMPLETE CONTROLS

## PRE-PLAY OFFENSE

Snap ball (Hurry to Line)	A
Switch player	B
Motion player	B + <L / R>
Flip play	X + RT
Hot route	Y
Pass protection	LB + R
Fake snap	RB
Show Play Art	RT
Player Lock	L
Show/Hide Pre-Play menu	R
Quiet crowd	R

## PASSING

High pass to specific receiver	LB + A/B/X/Y/RB
Low pass to specific receiver	LT + A/B/X/Y/RB
Throw to receiver (1)	X
Lob to receiver (1)	X (tap)
Touch pass to receiver (1)	X (double tap)
Bullet pass to receiver (1)	X (hold)
Throw to receiver (2)	A
Lob to receiver (2)	A (tap)
Touch pass to receiver (2)	A (double tap)
Bullet pass to receiver (2)	A (hold)
Throw to receiver (3)	B
Lob to receiver (3)	B (tap)
Touch pass to receiver (3)	B (double tap)
Bullet pass to receiver (3)	B (hold)
Throw to receiver (4)	Y
Lob to receiver (4)	Y (tap)
Touch pass to receiver (4)	Y (double tap)
Bullet pass to receiver (4)	Y (hold)

## PASSING (CONT.)

Throw to receiver (5)	RB
Lob to receiver (5)	RB (tap)
Touch pass to receiver (5)	RB (double tap)
Bullet pass to receiver (5)	RB (hold)
Pump fake	L, outside pocket R + direction
Check out of play action/scramble	RT
Throw ball away	R
QB avoidance	R + direction
Total control passing	L + direction when throwing

## BALL CARRIER

Stiff arm punch	A (tap)
Stiff arm hold (near defender)	A (hold)
Celebrate (in open field)	LT + A (hold)
Spin	B / R (half circle)
Dive	X (hold)
Slide/Give Up	X (tap)
Hurdle	Y
Pitch ball	LB
Switch ball hand	RB (tap)
Protect ball	RB (hold)
Precision modifier (decelerate)	LT
Stutter step	LT (tap)
Precision spin	LT + B / LT + R (half circle)
Precision dive	LT + X
Precision high dive (behind blocker)	LT + X
Precision hurdle	LT + Y
Acceleration burst	RT
Speed change	LT + RT
Juke	R / R
Precision juke	LT + R / R
Precision jump cut (behind line of scrimmage)	LT + R / R
Back juke	R
Precision back juke	LT + R
Truck	R
Precision truck	LT + R

## BALL CARRIER (CONT.)

<b>Lunge for yards</b> (with stumble recovery icon active)	
<b>Stumble recovery</b> (with stumble recovery icon active)	
<b>Truck spin combo</b>	
<b>Precision truck spin combo</b>	
<b>Juke left, spin left combo</b>	
<b>Precision juke left, spin left combo</b>	
<b>Juke left, spin right combo</b>	
<b>Precision juke left, spin right combo</b>	
<b>Juke right, spin left combo</b>	
<b>Precision juke right, spin left combo</b>	
<b>Juke right, spin right combo</b>	
<b>Precision juke right, spin right combo</b>	
<b>Back juke, spin left combo</b>	
<b>Precision back juke, spin left combo</b>	
<b>Back juke, spin right combo</b>	
<b>Precision back juke, spin right combo</b>	
<b>Juke left, juke right combo</b>	
<b>Precision juke left, juke right combo</b>	
<b>Juke right, juke left combo</b>	
<b>Precision juke right, juke left combo</b>	

## BALL IN AIR/LOOSE BALL

<b>Auto play/Defensive assist</b>	(hold)
<b>Switch player</b>	
<b>Catch</b>	
<b>Ball Hawk</b> (on defense)	(hold)
<b>Swat</b>	
<b>Strafe</b>	
<b>Acceleration burst</b>	

## PRE-PLAY DEFENSE

Individual adjustment	A
Switch player	B
Select player	B (hold) + Ⓢ
Audible menu	X
Coverage audible	Y
Defensive line audible	LB
Linebacker audible	RB
Defensive keys	LT
Show Play Art	RT (hold)
Show/Hide Pre-Play menu	R
Pump up crowd	R

## DEFENSIVE (ENGAGED)

Pass rush finesse move	A
Disengage	L + direction
Switch player	B
Pass rush power move	X
Hands up/Bat ball	Y
Auto play/Defensive assist	LB

## DEFENSIVE (PURSUIT)

Conservative tackle	A
Precision breakdown tackle	LT + A
Switch player	B
Aggressive tackle (close)/Dive tackle (far)	X
Auto play/Defensive assist	LB
Strip ball	RB
Strafe	LT
Acceleration burst	RT
Hit stick	R



# KINECT

Use your Kinect to give voice commands to your team at the line of scrimmage. You can say "Audible" to call audibles, speak the name of a receiver to select them, say "Line" to see line protection options, and more. Use this complete list of Kinect commands in *Madden NFL 16* as a reference.

## Offense

### GENERAL

Hike	Quiet Down	Flip Play
Hurry Up	Show Play	Timeout
Challenge	Spike	Fake Spike
Cancel		

### AUDIBLES

Flip Play	Quick Pass	Run
PA Pass	Deep Pass	Custom
Timeout		

### RECEIVERS

Smart Route	Streak	Out Left
Out Right	Curl	Fade
Drag	Slant Left	Slant Right
Slant	Zig Route	Out
In	Block Right	Block Left
Motion Left	Motion Right	Hike
Timeout	Cancel	

## PROTECTIONS

Aggressive	Pinch	Block Left
Block Right	Max Protect	Reset
Hike	Timeout	Cancel

## Defense

### GENERAL

Flip Play	Timeout	Let's Go
Show Play	Challenge	Cancel

### AUDIBLE

Audible	Man	Blitz Play
Cover 2	Cover 3	Custom
Custom Play Name	Timeout	Cancel

### D-LINE SHIFTS

Line	Line Spread	Line Pinch
Line Shift Left	Line Shift Right	Line Edge Rush
Line Crash Middle	Line Crash Left	Line Crash Right
Timeout	Cancel	

### LINEBACKER SHIFTS

Linebackers	LB Pinch	LB Shift Spread
LB Shift Right	LB Shift Left	Zones
Blitz	Blitz Right	Blitz Left
Timeout	Cancel	

## COVERAGE AUDIBLES

Coverage	Zones to Left	Zones to Right
Zones to Sideline	Zones to Middle	Show Blitz/Fake Blitz
Base	Press	Back Off
Individual	Timeout	Cancel

## INDIVIDUAL COVERAGE

Shade Left	Shade Right	Back Off
Spotlight	Timeout	Cancel

## KEYS

Run	Run Left	Run Right
Pass	Shift Left	Shift Right
Pinch	Spread	

## HOT ROUTES

Hot Routes	Hook Zone	Deep Zone
Blitz	Man	QB Contain/ Quarterback Contain
Flat Zone	Curl to Flats	QB Spy
Timeout	Cancel	

## SELECT PLAYERS

Free Safety	Strong Safety	Cornerback
Middle Linebacker	Left Linebacker	Right Linebacker
Tackle	Left End	Right End

# GAMEPLAY FEATURES

## DEFENSIVE PRE-PLAY MECHANICS

### High pass

With this new mechanic, hold **LB** while throwing the ball to throw high trajectory passes. This is great for throwing jump balls or just trying to throw over the defender(s).

### Low Pass

This new mechanic lets you throw low trajectory passes by holding **RB** while throwing the ball. This comes in handy when trying to pick up a first down and fit the ball in between defenders.

### Touch Pass

Another new mechanic lets you throw a medium touch pass by double tapping the button of the wide receiver you wish to throw to. This is best used when trying to lob over linebackers or just over a cornerback's outstretched arms.

### Global Coverage Adjustments

Dictate the type of coverage technique you want your defenders to play:

**Shade Underneath** Puts defenders in a trail type of coverage where they'll try to stay underneath the receivers they're guarding.

**Shade Over Top** Puts defenders into a coverage position where they'll try to stay over top of their opponents. They might give up things underneath, but they won't get beat going deep.

**Shade Outside** Puts defenders in a better position to stop routes going toward the sideline while giving up space in the middle.

**Shade Inside** Puts defenders in a better position to stop routes going toward the middle of the field while giving up space toward the sideline.

**QUICK TIP:** Using this functionality mixed in with individual coverage adjustments is a great way to throw off opponents who may be keen to your global coverage adjustments. You can learn individual coverage adjustments in Skills Trainer.

## Protect the Sticks

This adjustment will force flat, hook, and buzz zone defenders to leverage any routes that are in front of the first down marker. Any affected defenders in zone assignments also make their zone drop point the first down marker. Press **Y** twice to activate this coverage adjustment.

## Bluff Blitz

This defensive hot route can do several things based on the defenders' locations on the field. When hot routed to bluff blitz, defenders on the line of scrimmage or in the tackle box will guard the halfback (if he is not already manned up) or drop into hook zone (if the halfback is manned up). Meanwhile, defenders not on the line of scrimmage or in the tackle box will make their initial moves like a blitz before aborting to their previous assignments.

# USER DEFENSIVE MECHANICS

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## Conservative Tackle Mechanic

Press **A** while the ball carrier is in your vision cone to engage the ball carrier in a non-big tackle animation. You can toggle the visual aspect of your vision cone ON or OFF in the settings menu.

## Aggressive Tackle Mechanic

When you're playing as a defender, press **X** while the ball carrier is in your vision cone to engage the ball carrier in a big hit tackle animation—but this time, the vision cone's area of effectiveness will be smaller than the one for the conservative tackle mechanic!

## Assisted Strafe Mechanic

This mechanic lets you align your defender with the ball carrier. While you're near and in front of the ball carrier, hold **D** to automatically align with him and set yourself up to tackle. While in assisted strafe, you can only move left or right so that you stay in front of the ball carrier.

## Pass Rush Mechanics

You no longer move **+** to rush the quarterback. Now, you can press **X** to perform power moves or **A** to perform finesse moves.

## **PASSING**

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### **Blue Routes**

When the running back has a blue route, he will stay in to block if his man blitzes or release out to a pass route if he doesn't.

## **BLUFFING PLAY ART**

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To bluff your play calling during multiplayer games, press and hold the button that corresponds to the play you wish to select. This secretly selects the appropriate play. Continue to hold the button while you scroll through other plays in order to bluff your opponent, and then release the button to exit the play-calling screen.

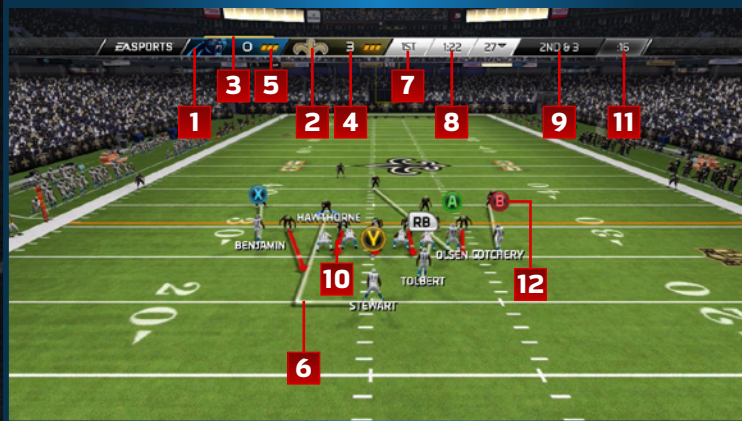
## **FADED RECEIVER ICONS**

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Your receiver's icon may be faded for the first few moments of the route before becoming more solid. This indicates your receiver's awareness. Your receiver won't be looking to catch the ball within the first five yards of a long streak pattern. A fully lit icon means that your receiver is ready for a pass, but make sure he's open before throwing the ball.

# PLAYING THE GAME

## GAME SCREEN



1. Away team
2. Home team
3. Possession
4. Score
5. Timeouts remaining
6. Play Art
7. Quarter
8. Time Remaining
9. Down and distance
10. Starting line
11. Play clock
12. Receiver icons

# PAUSE MENU

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## Resume

Pick up where you last paused the game.

## Instant Replay

Check out the previous play from various replay angles.

## Call Timeout

Give your team a rest and stop the game clock.

## Super Sim

Skip forward one play, one drive or even a whole quarter into the game. It's only available when calling plays.

## Exit/Restart

Leave the game or restart it from the opening kickoff. All progress from the current game will be lost.

## Highlights

Look back at video highlights and replays from the course of the game.

## Game Stats

View all statistics that have accumulated in the game so far.

## Depth Chart

Manage your roster and move any player to the starting role.

## Challenge Play

Challenge the referee's ruling on the field.

## Medical Center

View all the injuries that have occurred during the game.

## Custom Audibles

Set specific audibles for each formation in your playbook.



## Settings

### Game Options

Change various game settings including difficulty, gameplay sliders, and volume control.

### Penalties

Set the frequency of specified penalties called in the game.

### Player Skill

Adjust the skill and performance of CPU players on your team.

### CPU Skill

Adjust all facets for the CPU in the game.

### Visual Feedback

Toggle the multiple visual indicators ON or OFF in gameplay.

### Volume Control

Adjust the volume of different areas of the game.

### Game Controls

View the Complete Controls section of the in-game manual.

## Basic Controls

View the Basic Controls section of the in-game manual.

## Controller Select

Bring another player into the game or switch the team you're controlling.

# MAIN MENU

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## Home Panel

Select to jump right into a game, and see what's new to *Madden NFL 16*.

## Play Panel

Access Madden Ultimate Team (MUT), Franchise, the all-new Draft Champions, and Skills Trainer. Here you can also find Play Now, Online Head-to-Head, and Practice!

## Share Panel

Madden Share allows you to upload or download custom playbooks, gameplay sliders, or custom rosters with the entire *Madden NFL* community. Once you've downloaded a piece of content from Madden Share, you have the ability to view more content from the creator and even rate their work.

## Download Community Files

The Community Files screen is where you can see all the different types of files that have been shared by the entire *Madden NFL* community. You can select a file to download or visit that creator's personal screen and see their other shared files. You can also filter your list to view only Custom Roster, Offensive Playbook, Defensive Playbook, or Custom Sliders.

## Share My Files

When you feel like you've created the supreme custom playbook, roster, or sliders, come here to share it amongst the entire *Madden NFL* community.

## My Downloads

Keep track of all the files you've downloaded and rate the content. This is how the *Madden NFL* community knows which piece of content or creator reigns supreme.

## Customize Panel

### Manage Rosters

A bevy of options are at your disposal inside Manage Rosters. Edit any team's players or roster, whether it's via trade, signing free agents, or actually editing an individual's appearance, jersey number, or even ratings. Saving whatever changes you make to the roster is how you create custom rosters. You can always share these creations with the *Madden NFL* Community via Madden Share or import them into your Franchise.

### Customize Playbooks

Have you ever wished your favorite offensive playbook had more formations or plays that you've seen on other teams? Creating a custom playbook solves that problem. First, pick a base playbook that you are already familiar with, and then add any other play that is available in the game. You can also create a defensive custom playbook and even customize your set audibles while you create your custom playbook.

### Settings

Adjust any and all gameplay settings such as play call style, difficulty level, sliders, and much more. You can also update your EA Account, assign your Auto-Subs, check out the latest news, and look over a FAQ.

## Share & Manage Files

Save, load, or delete any files in your possession as well as share your created custom playbook, roster, or sliders amongst the entire *Madden NFL* community.

## Gridiron Club

With the Gridiron Club you can view your loyalty awards for playing past EA SPORTS titles. Playing previous titles earns you loyalty and is rewarded with Madden Ultimate Team (MUT) coins.

## Creation Center

Create new players and customize their uniform options. You can come here and customize pants, socks, or jerseys until everything is the way you want it.

## Extras

Redeem any preorder bonus or promotion that may be associated with *Madden NFL 16*, or check out the credits.

# GAME MODES

## FRANCHISE

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### What is Franchise?

Franchise is where gridiron legends are made. Take control of an active NFL Player, Coach, or Owner, or create your own as you aim for the Hall of Fame and experience the highs (and lows, if you're not careful) along the way. All of the excitement and drama of the NFL can be found—and lived—in Franchise.

### What's New in Franchise?

This year, the process of starting up in Franchise mode is streamlined so you can start playing more quickly. First, choose between Online and Offline. Online has faster week advances and gives you the ability to access your league online, while also giving you the freedom to invite your friends. Offline still gives you the ability to create multiple offline characters and saves your league locally.

Once you select your team, you can either customize your experience further or start playing immediately.

## Game Prep

Game Prep gives you control over every facet of your team's preparation against future opponents through a variety of activities. For Game Prep, you are given a certain number of hours to allocate improvements, and it's up to you to decide what to focus on each week. There are three primary types of activities and Drills you can choose from:

### Earn XP

As an Owner or Coach, select an activity involving a specific position group or player to earn experience points that can be used to progress their attributes. As a Player, work on gaining experience points for your own character.

### Confidence Drills

As an Owner or Coach, you'll have the opportunity to increase the Confidence rating of your players. Install Schemes for a small boost to each player, or focus more heavily on a certain group or player for a bigger Confidence boost. As a player, you're only going to be worried about increasing your own Confidence rating.

### In-Game Drills

Similar to *Madden NFL's* Skills Trainer, this is your chance to get some one-on-one time with your players. You'll demonstrate their abilities on the field and learn the intricacies and controls for specific techniques. For instance, as a Coach or Owner, you can take your quarterback through a lesson where he'll learn how to recognize a Cover 3 defense, and passing the drill rewards them with XP. As a Player, you'll find drills tailored to your position; for instance, as a cornerback, you might learn how to become a Ball Hawk.

## Confidence Rating

Game Prep's Confidence Drills gives each of your players a Confidence rating that adjusts based on team performance, signing top free agents, or winning home games. Confidence can also decrease when you lose home games or trade away a great player. A confident team is more likely to perform well and a less confident team is not. As a Player, focus on building your character's Confidence rating to ensure you make the most of your on-field opportunities.

## Randomized Draft Classes with Branching Storylines

Players are completely randomized from the ground up, including everything from player attributes and names to height and weight. Build your team knowing you're the only player in the world with that exact roster!

The best part of these draft classes is that they retain a key immersive feature from previous years: Branching Storylines! Each year, your draft class will feature all the twists and turns that real NFL Draft prospects experience throughout their final year(s) of college. There's even a chance that an underclassman you've been scouting decides to stay in school for his senior year and you'll have to choose another prospect. All of the unpredictability that you expect, you can find in *Madden NFL 16*.

## Multiple Advance Points

Have you ever wanted to be an armchair General Manager and only worry about the offseason with free agency and the NFL Draft? Maybe you'd like to go to the playoffs right after you clinch the top seed in your conference? Now you can, thanks to multiple advance points. But don't worry if you'd like to play each week of the year like you're used to, because the standard week-to-week method is still available in *Madden NFL 16*.

## Commissioner Tools

*Madden NFL 16* features tools for Commissioners to use at their disposal, giving leagues more control than ever before over how they are run.

### Designate Auto-Pilot Length

If you know you'll be out of town or unavailable for an extended amount of time, you can now set yourself or other users to auto-pilot for multiple weeks. This feature is also available for league members and not strictly limited to Commissioners.

### Multiple Commissioners

Running a multiple-user Online Franchise can be extremely time-consuming—but life can happen at any moment. Franchise understands that. Now, you'll have the option to designate another user as a second Commissioner, making sure your league never has to worry if you're not available to advance the week. This feature can be added and removed by the original Commissioner.

## Short-Term Injured Reserve

When an injured player is placed on Short-Term Injured Reserve (IR), he is eligible to return after eight weeks. You have the same ability, which is great for Coaches and Owners who want to hold onto a player without forcing him to miss the entire season.

## 32-Player Control (Offline)

In offline Franchise mode, you can control one character from each of the 32 franchises. For example, you can be the owner of the Jacksonville Jaguars, the head coach of the San Diego Chargers, and the starting quarterback for the St. Louis Rams.

## Owner Mode

Select a backstory if you choose to start as a created owner. Backstories provide an identity to your character and also have an in-game impact. The three backstories for an owner are:

- Former Player** Gives you an advantage when it comes to team popularity, starting you off with \$3 million in available funds.
- Lifelong Fan** Gives you an advantage with fans, starting you off with \$3 million in available funds.
- Financial Mogul** Gives you an advantage financially as you'll start with \$7 million in funds, but you'll start with no Legacy score and player happiness will be low.

## Revenue

Who doesn't want to be the owner making the most money in the league? Having a successful team that performs on game day while making all the right business decisions will help propel you up the revenue leaderboard.

## Advisors

It's easy to become overwhelmed as an owner, so an advisor is available from every aspect of Owner mode to help you out and keep you updated on everything that's going down.

## Price Setting

Owners have the power to set the prices of tickets, concessions, and merchandise. Are you in a situation where you aren't selling out your home games? You might have to lower your ticket prices to lure customers back through the doors. Perhaps your stadium is at maximum capacity and you have the urge to hike up concessions.

The options are endless, but you can be sure your fans will let you know how you're treating them. You can begin altering prices by going to the Owner tab and navigating to the Finances advisor.

## Team Value

Team Value is determined by how you rank in eight different categories. Having the highest Team Value is a distinction that every owner in the NFL would love to boast. The eight categories that affect your overall Team Value are Fan Happiness, Team Success, Popularity, Staff, Stadium, Concession, Merchandise, and Tickets.

The owner who ranks first in Team Value needs to be well-rounded in every facet of the game. It's also important to note that the signing bonus you allocate to free agents or players from your own team when you re-sign them is pulled from the funds that help make up your Team Value.

## Team Popularity

Team Popularity is a key component when it comes to understanding how you're earning revenue. There are three different levels of popularity: National, Regional, and Local. The four factors that play the biggest role in determining your Team Popularity are Team Success, Fan Happiness, Primetime Wins, and Market Size.

Having success on Monday or Sunday night as well as in the playoffs will pay huge rewards in your National popularity. Having a high National popularity equates to more jersey sales and you can start accumulating the extra dollars it takes to bring in that key free agent or renovate your stadium.

## Staff Hiring

Having a solid staff not only benefits your team's success but also affects your fan happiness. A great staff starts with a Head Coach. Should you happen to need a new Head Coach, look to make a big splash by signing one with a high coaching level. A high coaching level translates to more scouting points, which creates more thorough scouting than the rest of the league. Next, you'll need a Scout. If you're an owner who loves to discover a wide receiver's speed, find a Scout who specializes in WR Speed and you'll be able to scout that attribute at a discount. The last piece to a great staff is the Trainer who manages to slow regression and build players back up after returning from an injury.

## Fan Happiness

Staying up to date with your fan base is crucial for your overall success as an owner. They'll make their voices heard when things are going well and be even more vocal if something isn't meeting their standards. You can quickly gauge your fan base by going to the Owner tab and meeting with the Fan Happiness advisor.



## **Marketing**

Knowing how popular your team and players are is a vital tool when it comes to earning more revenue. The Marketing advisor will inform you on where your team stands compared to the rest of the league and even whose jersey is selling the most. Jersey sales are determined by a player's personality rating, age, overall, and position.

## **Media Statements**

Throughout the season, you're going to answer questions from the media, setting the tone for the entire fan base. If you guarantee a Super Bowl and miss the playoffs, your fans will be calling for your job! You'll be notified when it's time to address the media in the Actions tab.

## **Stadium Upgrades**

Keeping your stadium up to date with the latest and greatest technology will keep your fans coming back to the stadium and paying top dollar. You can choose to renovate or upgrade various parts of the stadium. If things are really bad, you can even choose to rebuild the stadium from the ground up.

## **Relocate**

In case things just aren't working out or you feel the grass is greener on the other side, you can opt to relocate your entire franchise to a different city. There are a several cities to choose from, and some might even help pay for you to pack up the moving trucks.

### **Choose City**

Relocating the franchise is a four-step process. Where you'll be moving to is the first important decision. The 17 eligible cities to relocate to are:

- ▶ London, England
- ▶ Los Angeles, California
- ▶ Mexico City, Mexico
- ▶ Toronto, Canada
- ▶ San Antonio, Texas
- ▶ Orlando, Florida
- ▶ Salt Lake City, Utah
- ▶ Brooklyn, New York
- ▶ Memphis, Tennessee
- ▶ Chicago, Illinois
- ▶ Sacramento, California
- ▶ Columbus, Ohio
- ▶ Portland, Oregon
- ▶ Austin, Texas
- ▶ Dublin, Ireland
- ▶ Houston, Texas
- ▶ Oklahoma City, Oklahoma

### **Choose Name**

The next week you'll have to decide on a team name and logo. You'll have the option to retain the current team name of the franchise or pick from a list of three new names that cater to the city that you're moving to. Be sure to take into account the Fan Interest of each name.

### **Choose Uniform**

Next, choose what your team will wear from a Classic, Modern, or Traditional style uniform. Again, it's important to also consider what the popular choice is as it will affect how excited your new fan base will be.

## Choose Stadium

Finally, it's time to select a stadium you can call home. There are 10 stadiums ranging in both style and cost. You might be able to pay off the Basic Canopy Stadium the quickest, but you run the risk of not attracting as many fans to the field if you disregard the more luxurious options.

## Roster Building

**Personality Rating** Helps determine how marketable the player is. The more marketable the player, the better chance he'll have of becoming a top-10 selling jersey in the NFL, which, of course, means more money for the owner.

**Physical Rating** Calculated from a player's physical ratings, player type and position. For example, a wide receiver's physical rating would weigh heavier on speed, agility, jumping, and catching, whereas an offensive lineman is weighed on run, pass, and impact blocking.

**Intangible Rating** Calculated off of a player's intangible ratings. Player type and position are also taken into consideration. For example, a quarterback's intangible rating would be weighed heavier on short, medium, and deep accuracy while a defensive end is weighed on block shedding, power, and finesse moves.

**Size Rating** Calculated from the height and weight of a player while also factoring in the position and player type. For example, a Power running back who is 6'0" and 247 lbs. would have a 99 size rating. If he were a Speed halfback, his size grade would be considerably lower.

**Production Rating** Calculated from the player's season and career stats, position, and age. It is important to understand that a rookie will enter with a production rating of zero, but this increases as he begins to produce on the field.

**Durability Rating** Injury, stamina, and toughness are all factored in when determining the durability rating. The player's age and position are also taken into consideration.

## **Player Types & Schemes**

It is important to understand the scheme your team runs and what player type they look for during specific positions.

As each NFL team evaluates players differently, it's essential to know what piques their interest and inspires them to value you even higher. For example, if you're a receiving back looking to crack into the Arizona Cardinals starting lineup, you may find yourself buried on the depth chart. The Cardinals are a Power Run offense, looking for a Power halfback. Your overall rating will be lower in that system than it will be in Philadelphia, who is looking for a Receiving halfback.

## **Offseason**

### **Re-Signing Players**

During the regular season, you'll notice pending free agents want to start negotiations on a new deal. If you decide against negotiating in the middle of the season, you'll have one last opportunity to re-sign your own free agents to-be at this stage of the offseason. Before you choose to re-sign a player, remember that during the offseason, it's important to understand your team's finances because you'll have to choose if it's best to re-sign a player, use the franchise tag, or opt to replenish the roster in free agency or the draft.

If you do decide to enter into negotiations with one of your players at this stage, make sure it's an offer that suits both you and the player. If the player declines to sign the deal, he'll be off to test the open free agent market, so make your first offer count!

### **Free Agency Bidding**

After having a chance to re-sign your own free agents, you'll then have your pick of the litter in free agency. This free-agency period is a time when teams can beef up their roster in a hurry—assuming your team has plenty of salary cap space and the right free agents are on the market.

You'll first notice each player has a current market value, which essentially tells you what you can expect to pay for the services of that player. You'll also notice the logos from other teams in the NFL; these are all the teams that have an interest in that player.

## Contract Offers

After offering your initial contract to the free agents who you've targeted, you'll have to advance the week to get an update on the player. Go back into the free agency screen and sort by My Negotiations for a quick view of all the players you are attempting to sign.

At this point, you'll see whether the player has decided to sign with you, accepted another team's offer, or is still deciding. If the player has not made a decision, you have the option to increase your offer, pull your offer, or keep it as is. Free agency lasts four weeks so make sure you keep an eye on everything.

## Draft

After the free agency period has ended, it's off to the NFL Draft!

From this hub you'll see the draft order plus a list of actions you can take. While another team is on the clock, you can offer a trade to that team and move up in the draft order, take a look at the overall draft board, or advance the draft. Sticking around and watching the action unfold has never felt as alive as it does in *Madden NFL 16*.

You'll see messages start flying in as sports personalities react to the most recent selection. If you're looking to speed up the process, you can advance to the next user pick to bypass all draft selections by the AI.

## Signing Rookies

This task is automatically completed for you as a way to replicate the new way rookie contracts are constructed in the NFL.

## Playing as a Coach

### Coach Progression

Each coach in *Madden NFL 16* has a Coach Level. It begins at Level 1 and can reach Level 30. If you create a coach, you'll enter the league as a Level 1; this gives you easier team goals, but you'll be paying full price for packages. As you begin to have success, you start to level up. A Level 30 coach will have extremely high team goals based on their success, but they can purchase packages at a discounted price.

### Spending XP

Spending XP as a coach is much different than spending it as a player. As a coach, you'll have the option to spend your XP on packages that decrease the odds of a player retiring, make it easier for you to re-sign a player, boost the amount of XP a particular position earns, or even increase the amount of Scouting Points you earn every week.

## Progressing Players

As a coach, not only can you accrue XP and Scouting Points to use for yourself, but your players will also earn XP based on their in-game performance and their set of personal goals. You can choose to apply that XP yourself or allow the AI to do it for you.

The benefits of applying XP on your own is that you can start to shape your players based on how you want them to fit into your system. If you want the smartest team in the league, use all of your XP on Awareness and Play Recognition. However, if you just want to beef up the weaknesses of players on your squad to make them well-rounded contributors, you can go that route as well. The choice is yours to make.

Of course, applying XP to every player on your roster can be time consuming. In that case, you can choose to spend the XP of key players, and then delegate the AI to apply everyone else's XP. Not only does this save time, but it also ensures that everyone is using the XP they have earned.

## Playing as a Player

### Creating a Player

Play as an active NFL player, or create your own character. New in *Madden NFL 16* is the ability to see where you'll place on the depth chart of each team as you choose your team franchise.

### Backstory

The three options for a player backstory are: Early Draft Pick, Late Round Pick, and Undrafted. Playing as an early draft pick will give you the highest possible ratings for a rookie, but you'll also have much higher on-field expectations than an undrafted rookie.

### Goals

Season, Weekly, and Milestone are the three types of goals you have as a player. Reach your goals to earn XP, which you use to improve your player attributes.

### Spending XP

You begin to accumulate XP throughout the season based on your on-field performance. Once you have enough XP, you can buy packages to boost any player's ratings.

## Retirement

You can retire your player at any time. This gives you the option to select a new player, Coach, or Owner and pick up at the same exact point in the season or year in which you left.

## Legacy Score

All awards from MVP to Super Bowl championships count toward your Legacy score. The Legacy Score determines how you're judged against the greatest NFL players in history—you'll need a high enough Legacy score to end up in the Hall of Fame!

# DRAFT CHAMPIONS

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## Starting your Draft Champions Campaign

Select DRAFT CHAMPIONS from the main menu to get started. You can view information covering the basics of Draft Champions and choose what type of draft you would like to participate in, such as Solo Draft or Head-to-Head Draft. In Solo Draft, you compete against the CPU; in Head-to-Head Draft, you compete against other users to earn even greater rewards.

## Draft Functionality

The draft consists of 15 rounds, starting with a chance to pick your coach. This can help define the tone for the rest of your draft picks, depending on how you like to play football—your coach's Team Style and Playbooks will automatically be selected with him.

After selecting a Coach, you begin drafting players. On the first page, a player's Overall rating and Team Style are displayed. Press **RB** or **LB** to turn the page and view the player's Key Attributes for that position, along with their Team Style bonus. Press **X** to compare the highlighted player with other players in that position, and press **A** to confirm your player selection.

Each selected player is added to your base team in the Lineup, adjusting the Team Style and OVR. You can review your completed team on the Summary screen.

## Team Styles

Coaches have four Team Styles on offense and defense, which boost Key Attributes for your players. To see more information about the Coach's Team Styles, press **RB** or **LB** to flip through pages and learn the impact of each Style.

## **The Base Team**

In Draft Champions, you'll start with a base team that provides the essentials to build on your selections in the draft. You'll have one lower-rated player at each position.

## **The Hub**

After completing the Draft, you'll enter the Draft Championship hub. Here, you can customize your lineup further in Adjust Lineup, view your Coaching & Equipment information, or track your status on the Progress screen.

# **MADDEN ULTIMATE TEAM (MUT)**

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## **What is Madden Ultimate Team (MUT)?**

Welcome to the fantasy football mode where you create your Madden Ultimate Team (MUT). You'll receive a squad of starter players and can choose one of eight Team Styles to be your initial focus.

### **Collect**

Collect players and other items with Auctions and packs available to purchase in the Store, or earned in specific game modes. Play games to earn coins (the in-game currency). Spend real cash in exchange for points to redeem for packs and bundles.

### **Upgrade**

Upgrade your team with new items you've acquired. Don't forget to use the Trade Block to exchange extra or unwanted items with other players for items you actually need.

### **Dominate**

Dominate on the Gridiron in Solo Challenges and 10-game Head-to-Head Seasons tournaments featuring playoffs, multiple levels, and even Super Bowls.

## **New Ultimate Moments in Solo Challenges**

Ultimate Moments are Solo Challenges that begin with a game in progress. You will be dropped right into this season's most exciting games with the ability to recreate or change history—experience some of the NFL's most exciting moments!



## Diving Into Madden Ultimate Team (MUT)

To get started, select M16 ULTIMATE TEAM from the Play panel, choose your team's uniform and a free style pack based on how you want to dominate out on the field. If you like to throw the bomb, choose the Long Pass Style Pack. If you want to control the clock and grind the yards, choose the Ground and Pound. Don't worry about these options; you can change your Team Style later.

### What is Style?

Individual players and coaches bring their own style bonuses to your team, and those are combined into an overall Team Style rating that boosts Key Attributes for your players. There are four Team Styles on offense and four on defense:

#### Offensive Styles

- ▶ Short Pass
- ▶ Long Pass
- ▶ Ground and Pound
- ▶ Speed Run

#### Defensive Styles

- ▶ Pass Rush
- ▶ Run Stuff
- ▶ Man Coverage
- ▶ Zone Coverage

Each style boosts your team in one particular play strategy. For example, Pass Rush helps your defenders shed blocks and pursue the ball carrier. Your team is limited to one style choice until you achieve a team overall rating (OVR) of at least 85. This unlocks a second Team Style, letting you customize your team even more.

### How Do I Upgrade My Team?

Play Solo Challenge games against the CPU to earn coins to spend on items and packs in the Store. You can also earn coins by selling items in the Auction House, or using the quicksell value on any item from your Item Binder.

## What's a Pack?

A pack contains several random items that you can collect to upgrade your team. Most packs include several player items and also a few non-player items such as playbooks, uniforms, coaches, collectibles, or stadiums. You may earn packs as loyalty rewards or rewards for Sets, Seasons, or Solo Challenges. You can also buy individual packs or bundles of packs in the Store.

## What's a Tier?

Tier is the measure of an item's quality. Items of higher tiers are typically more powerful or useful than those of lower tiers. Items are color-coded by tier so you can easily judge their quality.

Elite items aren't found in every pack, but sometimes an elite item replaces a gold item. A few packs or bundles may include guaranteed elite tier items, as their descriptions will explain in the Store.

## What's a Program?

Some items are part of a program. There are many programs offered throughout the year such as Draft or Playoff. Each program has a special group of items tied to a central theme, and special events like Solo Challenges or Sets are often based on a program. You can filter your item searches by program in the Item Binder, Auctions, and Trades.

Now, let's examine each tab in the mode and see what's available to help upgrade your team!

## Live

From the MUT menu, select the Live tab to find special announcements about content updates for the mode. You'll see new Solo Challenges and Sets to collect appearing several times a week. Make sure to check out new events regularly to find the best players to upgrade your team with.

## Objectives

The Live tab presents helpful tasks to teach you about Ultimate Team Objectives. You'll receive a reward for completing all tasks, so be sure to finish them all and be on the lookout for new lists throughout the season. Objective tasks include gaining specified stats and even completing Solo Challenges or Sets.

## Play

The Play tab allows you to play with your MUT. Solo Challenges are single-player games against teams controlled by the CPU. Head-to-Head Seasons are ongoing tournaments where you can play against other random MUT players. You can also play a friend in a head-to-head game from the Play tab.

### Solo Challenges

There are many categories of Solo Challenges to play, with four levels of difficulty and varying quarter lengths. Select a Solo Challenge to see all the details about it. Some Solo Challenges have entry requirements based on collectibles or Team Style ratings. Start with the Preseason games and progress into the Regular Season to begin earning coins and item rewards. New Solo Challenges are added all the time, so check the Live hub often to find them. You can also continue right where you left off with the Continue Solo Challenges Tile in the MUT hub.

### Head to Head Seasons

Head-to-Head Seasons provide tournament experiences with a series of 10-game seasons against other random MUT players. Win enough games in a season and you might make the playoffs and advance to the next level.

There are eight levels in all, and each one has its own playoffs and Super Bowl. You'll earn coins and item rewards along the way.

Start a Seasons tournament today, and complete the games at your own pace; there's no time limit! Play a little or play a lot, and you'll always match up with a player with similar skills and OVR.

## Marketplace

On the Marketplace tab, you'll find a featured offer along with access to the Store, Auction House, and Trade Block.

### Store

Purchase items with the coins you've earned from Solo Challenges and Auctions, or the points you've bought. You'll find several different kinds of packs at various prices. Each pack includes a number of random items with the chance to find a high-quality elite player.

You'll also find pack bundles that provide a bulk purchase discount. Some large pack bundles come with a guaranteed elite player as a special bonus. Visit the Store often to find special limited-time promotions and sales.

## What Are Points?

You can purchase points with real cash and redeem them for bundles and other special items.

## Auction House

You can access AUCTIONS & TRADES from the Marketplace tab to buy and sell items with other players. This is a great way to find the items you need, or turn unused items into coins. You can search Auctions by type, tier, position, team, style, and overall player rating. Time remaining in the Auction is displayed for each item, so plan your strategy accordingly. When someone places a bid with less than 20 seconds left, the auction timer will reset to 20 seconds.

To place one of your items in the Auction House, bring up the Item Viewer and choose AUCTION. You can determine the duration, starting price, and buy-it-now price for your item auction. Some items may be assessed an auction fee.

You can examine your posted auctions and active bids from the Auctions & Trade hub as well.

## Trade Block

The Trade Block lets you exchange items with other players. You may get a great deal by trading an item that's not in your lineup but might be useful to another player, and receiving something valuable to you in return. You can search the Trade Block in the same way you searched the Auction House. To post an item, select TRADE from the Item Viewer. Describe what you want with duration, type, tier, position, team, style, or rating. Once an offer is made, decide whether to accept it and complete the trade, or decline it.

Manage the trades you've posted and the offers you've made from the Auctions & Trade hub.

## Team

The Team tab helps you manage all aspects of your team. You can visit your Lineup, adjust your Coaching and Equipment, and manage contracts and styles with Team Management.

## Lineup



Select **ADJUST LINEUP** to examine your Lineup. Choose a player to move up and down between specific chart positions; select a player to see possible substitutions. Choose **TEAM OPTIONS** to edit your Team Style or **BEST LINEUP** to have the CPU automatically generate your team based on overall rating or style. Page left or right to see other stats of your team, such as Offense, Defense, and Specialist.

### Contracts

Your players and coaches need contracts to play games. Each game played uses up one contract for that player or coach. In the Item Viewer on the Key Attributes page, you can view the remaining contracts for each player or coach. You can extend contracts from there, or extend the contracts of your head coach and all the players in your lineup on the Team Management screen found in the Team tab.

### Items

On the Items tab, you can view and manage all the items you own. You can flip through your Item Binder filters and sort tools options. Check out your unopened packs on the Items tab, and examine all the Sets available as well.

### Item Binder

Use the filters to help find the items you're looking for, and sort with the drop-down list in the upper right corner. Select an item to view with the Item Viewer, which provides many actions such as Compare, Promote to Starter, Extend Contracts, Add to Set, Auction, Trade, or Quicksell. Flip through the pages of details on each item including Key Attributes, style bonus, and description.

## Sets

From the Items tab, Sets (formerly known as “collections”) are a great way to earn coins and item rewards for any of the items in your collection. Browse through the different Sets to examine their requirements and rewards. The Item Viewer has an Add to Set option, or you can examine the Set to see which of your items can be added. You can also search the Auction House to fill the Set and you'll automatically receive the reward when the last required item is added. New Sets are added every week so check back often!

## How to Succeed in MUT

Coins are the in-game currency of MUT, and are rewarded for winning games and completing Sets. You can use coins to purchase packs in the Store or bid in the Auction House. Points are new this year, and you can purchase them with real cash and then redeem them for special items like bundles.

Earn more coins by completing Solo Challenges, finishing Sets, or selling items in the Auction House. You can also quicksell many of the items you're not currently using to earn a few coins. Every day there are new events added to the mode, and you can find out about all the most recent news on the Live hub when you enter MUT.

Now that you have a feel for the mode, it's time to learn about the items you can collect to build your team. There are a few basic categories.

### Players

Players make up the lineup of your Ultimate Team. Over 1,400 players from all 32 NFL teams are available for you to collect, including some legendary players from the past. Players have an overall rating (OVR), a preferred position, contracts, style bonus, and many other attributes that directly affect their play on the field.

When you're viewing a single item, you can page through several views to see Key Attributes, the item's style bonus, and other important information.

### Team Items

You'll also find Head Coach, uniform, stadium, and playbook items in most packs to customize your team in many ways (although only head coaches and playbooks affect gameplay). When you change your home uniform, your favorite team is also changed to match throughout the Ultimate Team mode.

## Collectibles

Collectibles are special items you'll find in packs that represent key plays, important victories, and all kinds of football-related items and events. You can't add them to your lineup, but you can view them in the Item Binder. Collectibles are often used to complete Sets for coin and item rewards. Sometimes you'll find a collectible that you can quicksell for 500 coins or more.

## Head Coach

You'll need a Head Coach before your team can take the field. In addition to his overall rating, the primary function of your Head Coach is to add his style bonus to your Team Style total, and you'll also see him on the sideline during games. Make sure that the Team Style of your Head Coach matches a style you've chosen in case you make a change.

## ONLINE HEAD-TO-HEAD

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If you like the thrill of competing against another person, then Online Head-to-Head is the place for you. Jump into the mix with Quick Match games and a new matchmaking system that will keep you competing against people that play similar to you.

### Quick Match

A Quick Match game searches for another person to compete against you in a ranked game. Winning ranked games will earn you Ranking Points, which determine your Leaderboard rank.

If you want to play a more friendly game but none of your *Madden NFL 16* friends are online, press **X** on the Online Head-to-Head panel and switch your Game Type to an "Unranked" game.

### Play a Friend

If a friend is online, send an invite and challenge them to a friendly game of *Madden NFL 16*. This mode allows you to customize the game settings.

## Leaderboards

Want to see how your record stacks up against the rest of the online *Madden* Community? Check out the leaderboards and see who's dominating the online Gridiron. Choose from four different leaderboards:

- Top 100** Shows the top 100 ranked Online Head-to-Head players.
- My Leaderboard** If you've achieved a ranking (only the top 100,000 players do), this leaderboard will show where you ranked with the 50 people ranked above or below you.
- Friends** The Friends leaderboard displays how you rank against friends based on the number of Ranking Points each of you has earned.
- Stats Leaders** Compare how you rank against other *Madden* players in a variety of offensive and defensive stat categories.

## Lobbies

If you're looking for a place where your friends can meet and chat online before starting a game, or if you just want to create a room where other *Madden* players can congregate, check out the Lobbies area.

## Compare Stats

The Compare Stats screen allows you to compare a variety of stats between you and another person, scout their playing tendencies, and view the results of your last 20 games.

## Depth Chart

If you're not happy with your starters and want to change the team lineup, visit the Depth Chart screen before starting a game. Depth Chart changes made on this screen will automatically save to your "Official" roster file, so you won't have to pause and update your Depth Chart before every online game. Be sure to readdress this after each roster update!

## Customize

The Customize sub-menu contains options for updating your roster, changing your online settings, and editing your quick messages used while chatting in lobbies.



## **GATORADE SKILLS TRAINER**

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Gatorade Skills Trainer is designed to improve your *Madden* skills. Learn key gameplay mechanics, real-world football concepts, and what to expect on game days. Perform well during drills and complete categories with a minimum of a Bronze medal level to unlock MUT reward packs.

Once you have mastered everything, make sure you run the Gauntlet! This will test your skills in every area of Gatorade Skills Trainer while also throwing in some special boss levels to keep you on your toes.

## **PLAY NOW**

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Play Now starts an exhibition one-on-one game between you and a friend or the CPU. It's the traditional way of playing *Madden NFL 16*. You have the ability to change settings like quarter length, difficulty, and play calling style.

## **PRACTICE**

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Practice provides an open field where you can work on mastering the three phases of football: offense, defense, and special teams. Practice is great for working on new plays and techniques before they count on game day.

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# NEED HELP?

## **MADDEN NFL 16 CONTACT INFORMATION**

- ▶ Online: [easports.com/madden](http://easports.com/madden)
- ▶ Twitter: [twitter.com/EAMaddenNFL](https://twitter.com/EAMaddenNFL)
- ▶ Facebook: [facebook.com/EASportsMaddenNFL](https://facebook.com/EASportsMaddenNFL)

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