

# FIRST SPORTS GAME THAT ADAPTS TO YOU



## FEATURES

### FIRST SPORTS GAME THAT ADAPTS TO YOU

Whether you're new to the franchise or an All-Pro, the all-new Adaptive Difficulty Engine continuously assesses your abilities and tailors the experience to fit your skill level, keeping the game both fun and challenging.

### 20 YEARS OF INNOVATION CONTINUES

Play the most realistic, deep, and authentic football experience next to being on the field yourself with more than 85 new features and enhancements, including Online Leagues with up to 32 teams, the all-new EA SPORTS™ BackTrack providing customized feedback based on your mistakes, and the all-new EA SPORTS™ Rewind giving you the option to give plays another shot.

### COACH MADDEN IS BACK

Learn from the best as John Madden guides you through pre-game, half-time, post-game, and the all-new Virtual Training Center where you can hone your skills in the key facets of gameplay, all in a state-of-the-art holographic environment.

### BEYOND BROADCAST PRESENTATION

Experience the game like never before with a visually stunning broadcast presentation package that includes in-booth commentary from Cris Collinsworth and Tom Hammond, the all-new options on demand picture-in-picture playcall window providing instant access to stats, tips, and game options, and the most realistic grass, weather effects, lighting, stadium exteriors, and player models in Madden NFL Football history.

### MOST AUTHENTIC GAMEPLAY EVER

An all-new Total Control Animation System allows for instantaneous combo moves and break-out tackles, ensuring the play is never over until the whistle blows. Missed field goal returns, bobbled catches, user-controlled celebrations, and more bring you closer than ever to the NFL experience.

### SEEING IS BELIEVING

See the field like never before with the all-new ActionCam System. Survey the field and make smart decisions as all your wide-receivers are always in clear view. Break away from defenders and watch as the camera dynamically zooms in on the ballcarrier to make you feel like you're running alongside him.



ALL-NEW VIRTUAL TRAINING CENTER



ALL-NEW EA SPORTS™ BACKTRACK

madden09.com allmadden.com

players 1-4 co-op 1-4 41 MB to save game HDTV 720p/1080i/1080p custom soundtracks in-game Dolby® Digital online multiplayer 2 content download leaderboards voice

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**Box LIVE System Requirements with Xbox 360 system & games:** Paid subscription required for online multiplayer, co-op and some downloads. Some Xbox LIVE services require additional hardware (e.g. headset and camera) and fees. The Xbox LIVE service and associated hardware are not available in all countries, please visit <http://www.xbox.com/live> for more information. Features may change without notice. Subject to terms of use at <http://www.xbox.com/live/termsandconditions/>. Broadband Internet service (sold separately). Windows Live™ ID account, and hard drive or memory unit required. Some broadband services may not work with Xbox LIVE and performance may vary. Under 13 requires parental consent.

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\*Based on total franchise sales in 2007 according to The NPD Group Inc.

**WARNING** Read instruction manual for information about photosensitive seizures and other important safety and health information.

FEATURING  
**ESPN**



Supports Family Settings

DOLBY  
DIGITAL

Microsoft



EVERYONE  
E

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MADDEN  
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LIVE



NTSC



MADDEN  
NFL  
09



Online Interactions  
Not Rated by  
the ESRB



NFL PLAYERS