



## EA Announces NBA JAM: On Fire Edition, New Digital Download Coming This Fall

### *Next NBA Simulation Title to Launch in 2012*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ: ERTS) announced today that an all-new digital download of EA SPORTS™ *NBA JAM* will be available in October. *NBA JAM: On Fire Edition* is being developed for the PlayStation®3 computer entertainment system and Xbox 360® videogame and entertainment system, and it will be available on PlayStation® Network and Xbox LIVE® Arcade. *NBA JAM: On Fire Edition* will feature exciting new gameplay enhancements, including ground-breaking artificial intelligence that will change the way gamers play *NBA JAM*.

"EA SPORTS continues to support this iconic franchise through a new digital download and we're taking everything fans loved about the original and adding a host of new features," said Trey Smith, Line Producer, *NBA JAM: On Fire Edition*. "We've listened to all of the feedback from our fans and we are driven to deliver the very best *NBA JAM* experience to date."

*NBA JAM: On Fire Edition* contains new gameplay features including:

- **REAL AI:** Featuring the ground-breaking AI system used in the *Fight Night* franchise that learns your tendencies and throws them back in your face.
- **JAM Arena**— Play solo, or team up with friends and take on the world in a new, dynamic online competition.
- **Road Trip** — A cooperative online campaign where you can team up with friends and compete in a series of white-knuckle challenges against the current superstars and timeless legends from each of the 30 NBA Teams.
- **Tag Mode and Team Fire return!** — Swap players "on the fly" and ignite your entire team by performing consecutive cooperative moves!
- **More NBA JAM Hotness** — Online roster updates, more NBA superstars, legendary NBA players, over-the-top animations, JAM challenges, secret teams and unlockable characters than ever before!

EA SPORTS has also announced that it will launch its next NBA simulation title in fall 2012.

"As planned, our next NBA simulation title is in development at our Tiburon Studio in Orlando," said Peter Moore, President, EA SPORTS. "We have top talent on the game, and we're giving the new development team time to deliver a superior experience. We're making great strides and looking forward to launching a new game next year."

For more information visit [www.facebook.com/NBAJAM](http://www.facebook.com/NBAJAM), [www.nba-jam.easports.com](http://www.nba-jam.easports.com) and [www.twitter.com/NBAJAM](http://www.twitter.com/NBAJAM).

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, global videogame competitions, and breakthrough digital experiences. EA SPORTS delivers personal access to the emotion of sports through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA JAM*, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices, and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™, and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$1.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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Source: Electronic Arts Inc.

News Provided by Acquire Media