



## Get Your JAM On! EA Announces NBA JAM: on Fire Edition Now Available

**Newest NBA Arcade Title Available on Xbox LIVE Arcade and PlayStation Network for \$14.99**

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc., (NASDAQ:ERTS) announced today that EA SPORTS™ *NBA JAM: On Fire Edition* - an all-new, full-product digital download - is now available to purchase for \$14.99 on PlayStation®Network and 1200 Microsoft Points on Xbox LIVE® Arcade. *NBA JAM: On Fire Edition* features exciting new gameplay enhancements, including ground-breaking artificial intelligence (AI), all-new online modes, and the legendary Tim Kitzrow bringing more unforgettable calls. In addition, outside of the 30 current NBA teams, gamers will have the ability to select from a host of secret teams, unlockable characters, mascots, legendary and international players.

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

- **Tag Mode and Team Fire Return!** — Swap players "on the fly" and ignite your entire team by performing consecutive cooperative moves!
- **REAL AI** — Featuring the ground-breaking AI system used in the *Fight Night* franchise that learns your tendencies and uses it against you.
- **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 challenges against superstars and timeless legends from all 30 NBA teams.
- **Razzle Dazzle** — Fancy moves that allow you to creatively express yourself while you're in the middle of a game.
- **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!

*NBA JAM: On Fire Edition* is rated "E" for Everyone by the ESRB and 3+ by PEGI. For more information visit [www.facebook.com/NBAJAM](http://www.facebook.com/NBAJAM), [www.easports.com/nbajam](http://www.easports.com/nbajam), or follow [www.twitter.com/NBAJAM](http://www.twitter.com/NBAJAM). Screenshots and videos are available at <http://info.ea.com>.

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 experiences that ignite the emotions of sport through industry-leading sports simulation videogames, including *Madden NFL* football, *FIFA Soccer*, *NHL*® hockey, *NBA JAM Basketball*, *NCAA*® Football and *NCAA Basketball*, *Fight Night* boxing, *EA SPORTS MMA* and *Tiger Woods PGA TOUR*® golf, and *EA SPORTS Active*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

### About Electronic Arts

Electronic Arts (NASDAQ:ERTS) is a global leader in digital interactive entertainment. The Company's game franchises are offered as both packaged goods products and online services delivered through Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 100 million registered players and operates in 75 countries.

In fiscal 2011, EA posted GAAP net revenue of \$3.6 billion. Headquartered in Redwood City, California, EA is recognized for critically acclaimed, high-quality blockbuster franchises such as *The Sims*™, *Madden NFL*, *FIFA Soccer*, *Need for Speed*™, *Battlefield*, and *Mass Effect*™. More information about EA is available at <http://info.ea.com>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50018450&lang=en>

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