



## EA SPORTS Launches FIFA Soccer on PlayStation Vita

*Award-Winning FIFA Console Quality Gameplay, Graphics, And Game Modes Available In Stores Now For PlayStation Vita*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) announced today that it has delivered the first true HD console experience on a hand-held gaming device with the launch of EA SPORTS™ *FIFA Soccer* on the PlayStation® Vita handheld entertainment system, available now in retail stores throughout North America and Europe. The first game ever developed for the PlayStation Vita by EA SPORTS features the award-winning *FIFA Soccer* console quality gameplay, graphics, game modes and authenticity.

"*FIFA Soccer* on PlayStation Vita represents a quantum leap forward for hand-held gaming, delivering the HD console quality experience in the palm of your hands," said Vice President and Executive Producer Kaz Makita. "The level of quality that is now achievable is a very exciting landmark for the *FIFA Soccer* franchise and in gaming."

Described by IGN as "a must-have launch title" and by Play Magazine as "one of Vita's best games", EA SPORTS *FIFA Soccer* on PlayStation Vita features the same physics-based, data driven technology that powers *FIFA Soccer* gameplay on the PlayStation®3 computer entertainment system across eight different game modes. The largest and most complete experience for handheld ever created by EA SPORTS includes authentic 11 versus 11, Be A Pro, Tournament Mode with over 50 real-world competitions, a full in-depth Career Mode, and head-to-head online.

In addition, *FIFA Soccer* features innovations that utilize front and back multi-touch screens, creating a more responsive, intelligent and unique gameplay experience. Touch Screen Shooting delivers pin-point accuracy and removes the element of "hit and hope" from shooting, Touch Screen Passing opens up the field of play for more creative, precision passing, and Touch Screen Free Kick Control enables players to swipe a finger to aim and curl the shot around the wall. The game also features over 30 officially licensed leagues and 500 officially licensed clubs in 11 v 11 matches in authentic stadiums from around the world.

*FIFA Soccer* on PlayStation Vita is rated "E" for everyone by the ESRB. Screenshots are available at <http://info.ea.com>. For the latest news on the EA SPORTS FIFA franchise join more than 7.5 million fans in the EA SPORTS FIFA community at <http://www.facebook.com/easportsfifa> or follow us on Twitter at [www.twitter.com/easportsfifa](http://www.twitter.com/easportsfifa).

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* basketball, *NCAA*® Football, *Fight Night* boxing, *EA SPORTS MMA*, *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:EA) 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=50175164&lang=en>

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