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## EA SPORTS FIFA 14 Captures the Emotion of Scoring Great Goals

*Innovations Inspire Midfield Build Up And Rewarding Finishing*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today unveiled innovations to the greatest sports game on the planet that will enable fans to experience the emotion of scoring great goals when playing EA SPORTS™ [FIFA 14](#) on the PlayStation®3 computer entertainment system, Xbox 360® videogame and entertainment system and PC.



FIFA 14 Pure Shot (Photo: Business Wire)

"Opportunities in *FIFA 14* will be rewarding and great goals will look stunning."

Innovations to the franchise's award-winning\* gameplay will make *FIFA 14* the complete matchday experience, introducing features that inspire fans to build play through midfield, dictate the tempo of a match and create rewarding opportunities. Great matches are achieved through measured build up and incredible finishing. A new feature in *FIFA 14* called Pure Shot and a brand-new ball physics system will transform shooting, making every shot attempt feel real, and when players connect with the perfect strike, feel exhilarating.

"*FIFA 14* will play the way great matches are contested with build up through midfield, tension throughout the match as chances are created, and incredible finishing," said David Rutter, Executive Producer for *FIFA 14*.

Finishing has been transformed with **Pure Shot** so players have the intelligence to adjust their stride and approach angle to find the best position for hitting the back of the net. Well-hit balls feel more exhilarating and rewarding. New shot types include pure strikes, as well as off-balance and rushed shots. Plus, **Real Ball Physics** now determines the trajectories of balls, enabling players to kick the ball with force from distance, drill low rising shots with accuracy, and blast dipping or turbulent shots, just like real players.

Fans will be able to create rewarding build up to opportunities and have the tools to dictate the tempo of a match through four new features. **Protect The Ball** will enable players to fend-off and block defenders from the ball while dribbling at any speed, or out-muscle opponents for position before receiving the pass, then turn defenders to carve out opportunities. **Teammate Intelligence** has been improved on both sides of the ball. New decision-making logic delivers tighter, smarter marking and improved run tracking where defenders recognize opportunities to provide support and win back possession, while attacking players have new ways to outsmart their opponents by creating space for themselves, running along the backline and checking their pace. Major changes to ball control add new tools to win the midfield battles. **Sprint Dribble Turns** enable players to turn in every direction at sprint speed while preserving momentum, delivering the control and confidence to take on defenders one-on-one. **Variable Dribble Touches** introduces variety on touches when sprinting. Skilled players will have better touch and more control when sprinting with the ball.

In addition to innovations to gameplay, *FIFA 14* is introducing a game-changing new way to play Career Mode. The **Global Scouting Network** brings the world of professional scouting to life. Players now develop and refine a scouting network and search for talent year-round. Scouts can evaluate players all over the world to uncover the attributes and traits of every player in the game, in preparation for the transfer windows. Plus, a new hub delivers easy navigation, fewer interruptions and live scouting reports.

*FIFA 14* will deliver engaging online\*\* features and live services that connect fans to the heartbeat of the sport—and to each other—through EA SPORTS Football Club, making *FIFA 14* soccer's social network, where fans connect, compete and share

with millions of others around the world. The game will also feature:

- Changes to the wildly popular *FIFA Ultimate Team*
- A new online Mode that will encourage social competition
- Multiple new features and benefits to EA SPORTS Football Club, the live service that is the heartbeat of FIFA
- Complete authenticity with more than 500 officially licensed clubs.

*FIFA 14* is in development at EA Canada and will be available in stores world-wide this fall. Additional platforms will be revealed in the months ahead. The game has not yet been rated.

Screenshots are available at <http://info.ea.com>.

Join the EA SPORTS football community at <http://www.facebook.com/easportsfifa> or follow us on Twitter [@easportsfifa](https://twitter.com/easportsfifa) and use the hash tag #FIFA14. For more information visit the *FIFA 14* website at [www.easportsfootball.com](http://www.easportsfootball.com).

EA SPORTS is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through industry-leading sports videogames, including *Madden NFL* football, *FIFA*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *S S X*™ and *Fight Night* boxing. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com).

\* The FIFA franchise has won over 250 videogame awards since 2010 on HD consoles

\*\* Internet connection and Origin account required. Must be 13+ to create an account.

## About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 275 million registered players and operates in 75 countries.

In fiscal 2012, EA posted GAAP net revenue of \$4.1 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands 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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