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## EA SPORTS Announces FIFA 14 Ultimate Team Will Carryover from Current Generation to Next Generation Consoles

*Fans Can Start On Current Console, Then Bring Experience To Next Generation Console*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA) today announced that EA SPORTS™ *FIFA 14* is allowing fans to bring their *FIFA 14 Ultimate Team* experiences with them to the new generation of consoles this year. Fans will be able to access\* their *FIFA 14 Ultimate Team* full roster, in-game items and in-game currency (coins) from either console: between Xbox 360® and Xbox One, and between PlayStation®3 and PlayStation®4. All changes made in *FIFA 14 Ultimate Team* will be reflected in both consoles so fans will be able to compete with their squads on either console throughout the season.

In addition, fans who begin their *FIFA 14 Ultimate Team* experience on the Xbox 360 or PlayStation 3 will maintain their current division in Seasons mode on the new consoles. After the new consoles launch, fans who complete their current division matches and their current tournaments on one console, will earn status that will be recognized on both consoles: between Xbox 360 and Xbox One, and between PlayStation 3 and PlayStation 4. Fans also have a one-time choice to transfer their FIFA Points between Xbox 360 and Xbox One, and between PlayStation 3 and PlayStation 4.

Within each of the respective platforms (Xbox and PlayStation), *FIFA 14 Ultimate Team* will share a common auction market so that fans can enjoy a richer and deeper experience with the millions of other players in the *Ultimate Team* world from the moment the new consoles launch.

"Our fans invest an enormous amount of time and energy into *FIFA Ultimate Team* as they craft their own unique squads, and recognizing that investment is absolutely essential," said Matt Bilbey, Senior Vice-President and Group GM, EA SPORTS. "We will ensure that no time will be wasted and fans will get full value for the investment they make from the start of the season on Xbox 360 and PlayStation 3 to their move to their new console."

*FIFA Ultimate Team* is the most popular game mode within EA SPORTS *FIFA*—with over 3.4 million games played daily—where fans create unique squads to play their preferred style of soccer. This year ultimate squad customization is possible with the addition of all-new Chemistry Styles that will make every player and every team unique. Each Chemistry Style has a unique effect on the way a player performs by enhancing specific attributes during a match. Players start with Basic Chemistry Styles but these can be changed by applying Chemistry Style training items to the player. These items will be randomly available in any pack that can contain a gold rare item; they can be earned in-game, acquired on the Transfer Market and randomly attained in packs that are purchased. There are a variety of different Chemistry Styles that can be applied to goalkeepers, defenders, midfielders and forwards. After crafting their squads, fans will be able to test their talents in the popular Seasons mode, now expanded to 10 divisions, online single games and tournaments. Plus, new streamlined search filters will help target coveted players in the Transfer Market as fans re-shape their teams based on the real-world performances of their favorite players. Additional features in *FIFA 14 Ultimate Team* will be revealed in the weeks ahead.

Experience the emotion of scoring great goals in *FIFA 14*\*\*.

Innovations to the award-winning gameplay make the game more authentic and more fun. Dictate the tempo of a match, create chances through midfield, and then unleash the perfect strike. A new feature 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* is available for pre-order\*\*\* now on selected platforms at <http://www.origin.com> and other retailers. *FIFA 14* will release in North America on September 24 and worldwide on September 27 and the game will be available on Xbox One®, the all-in-one games and entertainment system from Microsoft, and the PlayStation®4, later this year. Join the EA SPORTS community at <http://www.facebook.com/easports>. Follow us on Twitter [@easportsfifa](https://twitter.com/easportsfifa) and use the hash tag #FIFA14. For information about *FIFA 14* visit [www.easports.com/fifa](http://www.easports.com/fifa).

Assets 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, 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, *SSX*™ and *EA SPORTS UFC*®. For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com).

\* Requires internet connection, access to FIFA 14 on both current and next generation consoles, the use of the same Origin Account and the respective Xbox LIVE and Sony Entertainment Network accounts. Must be 13+ to create an Origin account. EA may retire online features and services after 30 days notice posted on [www.ea.com/1/service-updates](http://www.ea.com/1/service-updates).

\*\*Not all features available on all gaming platforms.

\*\*\*Offer restrictions apply. Please see [www.easports.com](http://www.easports.com) for details.

## 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 and tablets. EA has more than 285 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 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 [www.ea.com/news](http://www.ea.com/news).

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