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EA SPORTS Unveils Official NBA LIVE 14 Cover Featuring Kyrie Irving

Cleveland Cavaliers All-Star Point Guard Ushers in Next Generation for Franchise

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ: EA) announced that [Kyrie Irving](#) will be the official cover athlete of *NBA LIVE 14* when the game launches this fall on the Xbox One® console, and the PlayStation®4 computer entertainment system. The first overall pick in the 2011 NBA Draft, Irving was named the 2011-12 NBA Rookie of the Year and was a unanimous choice to the 2012 NBA All-Rookie First Team. He was also named an NBA All-Star in 2013 and is the reigning Foot Locker Three-Point Shootout champion.



"I'm so proud to be the face of this franchise as it makes its much-anticipated return," Irving said. "I've been on the court with the development team and I've seen first-hand some of the amazing things EA SPORTS is doing with *NBA LIVE 14*. The fans are going to love it."

"We couldn't imagine a better cover athlete for our game than the dynamic, explosive Kyrie Irving," added Daryl Holt, VP and GM of Basketball for EA SPORTS. "Kyrie is one of the best ball handlers in the league, and with our next-generation technology we can arm players with the ability to replicate his impressive on-court feats, as well as the amazing signature styles and abilities of other pros in *NBA LIVE 14*."

NBA LIVE 14 PS4 and Xbox One box art (Graphic: Business Wire)

NBA LIVE 14 gives fans the chance to control the court with revolutionary new bounceTek ball physics, providing a level of control and precision never before seen in a basketball video game. Additionally, with the power of EA SPORTS IGNITE, *NBA LIVE 14* will deliver True Player Motion, Human Intelligence and Living Worlds to the hardwood. More details on *NBA LIVE 14*, including information on game modes, features and more, will be coming soon.

NBA LIVE 14 is developed in Orlando, Florida by EA Tiburon and is available for pre-order on the Xbox One and the PlayStation 4 at all major retailers. To learn more about *NBA LIVE 14*, visit <http://www.easports.com/nba-live>, and be sure to follow the *NBA LIVE 14* [Facebook](#) and [Twitter](#) pages for breaking news and information.

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 Soccer*, *NHL*® hockey, *NBA LIVE* basketball, *NCAA*® Football, *Tiger Woods PGA TOUR*® golf, *S X X*™ and *EA SPORTS UFC*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit 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 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 <http://www.ea.com/news>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130725005964/en/>

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